

# *Urban Profiles*

**Urban Health Plan.**  
Annual Report, 2008-2009  
Stories of the Urban Family

# Milestones & Awards

**1974** UHP founded by Dr. Richard Izquierdo

**1999** UHP achieves designation as a federally qualified community health center

Opening of Bella Vista Health Center

**2000** Opening of Plaza del Castillo Health Center

**2001** UHP relocates to a new 40,000 square foot site, El Nuevo San Juan.

UHP participates in Bureau of Primary Health Care's Asthma II Health Disparities Collaborative

**2004** Dr. Richard Carmona, former Surgeon General of the United States and UHP patient is inducted into UHP's Wall of Fame

**2006** UHP awarded National Exemplary Award from the United States Environmental Protection Agency for UHP's asthma management program

UHP fully implements their electronic health record system

**2007** Ranked one of top 25 Hispanic Non-Profit Organizations by Hispanic Business Magazine

Dr. Richard Izquierdo awarded the Surgeon General's Medallion

Supreme Court Justice Sonia Sotomayor, former UHP patient, inducted into UHP Wall of Fame

UHP begins the use of iris recognition technology as an additional means of identifying patients.

**2008** Ranked one of top 25 Hispanic Non-Profit Organizations by Hispanic Business Magazine

Opening of UHP's first Health Literacy Center, Project H.O.P.E. (Health Outcomes through Peer Education) in the Hunts Point community.

**2009** Ranked one of top 25 Hispanic Non-Profit Organizations by Hispanic Business Magazine

Opening of Plaza del Sol Family Health Center in Corona, New York.

UHP awarded prestigious Nicholas E. Davies Award of Excellence by the Health Information Management Systems Society (HIMSS).

UHP awarded Level 3 recognition as a Physician Practice Connections – Patient Centered Medical Home from the National Committee for Quality Assurance (NCQA).

UHP identified as one of the top 20 community health centers in the country by the Health Resources and Services Administration (HRSA)

# Profiles of Excellence

**DEAR FRIEND,** “Access, excellence, quality, family”...these are the words that come to mind when our associates and patients think of the work we do at Urban Health Plan, Inc. For the past thirty-five years, we have provided affordable, quality health care to the Hunts Point, Morrisania and Mott Haven sections of the South Bronx and now we are doing the same in Corona, NY.

In this report, we chose the theme of “Urban Profiles” to introduce you to the two groups who encompass our mission, the patients who entrust us with their health care and the associates who make the care possible. Both share a common bond that connects them to UHP, many have been with us for a long time, which speaks to the high value and respect we place on them.

Since 1974, UHP has made significant health care achievements in the community. Through our asthma management program, we’ve successfully reduced the rate of hospitalization and school absenteeism among asthmatic children. We’re also addressing the community’s high rates of obesity, diabetes

*By protecting, maintaining and improving his community’s health, my dad ensured the residents would be equipped to handle the economic and social changes that were to come.*

and hypertension through programs emphasizing medical compliance, nutrition and exercise. Yet, every day we are reminded of the growing need that exists in our communities and the challenges and uncertainties that our patients face—economic and social issues like poverty, unemployment and lack of education, all of which impact their health and wellness. At UHP, we treat the whole patient—making sure their health, emotional and social needs are met, so that they can enjoy an improved quality of life.

UHP began at a time when many residents and businesses fled the South Bronx. Dr. Richard Izquierdo made a commitment to create a health care organization where his neighbors could go for quality health care, even if they couldn’t afford it.

Today, we’re witnessing the revitalization of that community. The economic and social changes of the 1970s have given way to an

urban growth of new retail stores, new housing and school construction. Instead of living with the mentality of “The Bronx is Burning,” people now say “The Bronx is Growing and Thriving”.

**Paloma Hernandez:** *For the past thirty-five years, we have provided affordable, comprehensive, and quality health care to the South Bronx.*

Yet in spite of the growth, UHP continues to see an increase in disease and illness in our communities. In the past ten years we have grown tremendously. The prestigious honors we’ve received have included the Nicholas E. Davies Award of Excellence by the Health Information Management Systems Society (HIMSS) and Level 3 recognition as a Physician Practice Connections – Patient Centered Medical Home. Although our services are in great demand, we have a shortage of space. And so, we are planning a 60,000 square foot expansion.



I am committed to continuing the work that UHP began thirty-five years ago and have expanded our services to help another community in Corona, Queens facing similar challenges. I am proud of the work we’ve done and the work we will continue to do with your help.

—Sincerely, Paloma Izquierdo-Hernandez





*Urban Health Plan's development is intertwined with my family's history during the social and economic changes of the Bronx and New York City, beginning in the 1960, through the turbulent 1970s and 80s to present day.*

# Realization of a Dream

I was born in East Harlem to Puerto Rican parents, and moved to the Bronx in 1942. I attended James Monroe High School and graduated from Long Island University. It was always my dream to become a doctor, which I did when I traveled to Europe. I graduated medical school from the University of Lausanne in Switzerland. During my years in Europe I met and married my wife Adela.

**Richard Izquierdo, MD (Left):**  
Founder, Urban Health Plan  
and Medical Director Emeritus



**URBAN HEALTH PLAN'S** creation and development is part of my family's roots. We experienced and shared the social and economic changes, unrest and turmoil of the Bronx and the rest of New York City. My family did not abandon our neighborhood. Instead, we stayed to build a family enterprise to provide affordable, quality health care for our neighbors, and fulfill my dream and mission.

I returned to the Bronx to do my internship and residency at Fordham Hospital in 1962 and set up private practice a few blocks from our home on Faile Street. Medicine and health care became the family business. Two of my children, Paloma and Richard Jr. followed in my footsteps. I often brought young Paloma to the office where she worked as my receptionist and billing clerk and "Jack of all Trades".

In 1967, I created a group practice. At that time there was no managed care, Medicaid

or Medicare programs. I provided my community's health needs like an urban country doctor, made house calls and treated people regardless of whether or not they could pay. My major concern was making sure that the health care provided by the physicians in the group practice was of good quality.

In time, the group practice expanded and needed more space. I found the perfect location at the intersection of Westchester Avenue and Southern Boulevard and created the San Juan Health Center, which allowed me to expand the scope and services of the work started by my group practice. The health center would become the community's medical home, where residents could receive comprehensive, consistent and quality medical care.

By 1967, when the San Juan Health Center officially opened, New York City experienced a financial crisis that hit the Bronx hard. As the economic conditions worsened, I realized that the community needed more than a group practice and I applied to the New

York State Department of Health to become a Diagnostic and Treatment Center, which later was named Urban Health Plan (UHP).

Other sites were added to our growing network: Bella Vista in Hunts Point, Plaza del Castillo in the South Bronx, five school based clinics and four off-site practices. In 2001, under the leadership of my talented daughter we moved into our state-of-the art, 40,000 square foot facility known as El Nuevo San Juan. This year, we ventured to Queens to open the Plaza del Sol Family Health Center.

We've won many accolades and recognition awards over the past 35 years, but nothing means more to Paloma and I as when patients say, "My grandmother was a patient here, and so was my mother; I am a patient and my children are too. We stay here because we know we are going to get good medical treatment and because the staff knows us and cares about us." That's why we are here...that's why we stay.

**—Sincerely, Richard Izquierdo**

# *UHP today, in 2008-09*

*Growth, Excellence, Quality,  
Competence & Caring*

## **ABOUT URBAN HEALTH PLAN**

Urban Health Plan (UHP) is a network of federally qualified community health centers based in the South Bronx and Queens. Its mission is to improve the health status of under served communities. In 2008, UHP served 31,000 patients through 171,000 patient visits at four clinic sites, five school-based clinics, and four off-sites. As a federally qualified health center, UHP plays a vital role in providing health services to poor and medically under served populations who often have difficulty accessing quality health care.

Over the years, UHP has developed many innovative health initiatives including a nationally acclaimed asthma management program, programs in childhood obesity pre-

vention, nutrition, HIV/AIDS care, and mental health services. UHP is one of the first community health centers in New York who fully uses electronic medical records and is currently using iris recognition technology to enhance its efficiency and security.

## **UHP FACTS:**

- ▶ Largest employer in the zip code 10459
- ▶ Joint Commission accredited
- ▶ 354 associates
- ▶ 88 providers
- ▶ 16 specialty services
- ▶ 10 ancillary services
- ▶ 10 diagnostic services
- ▶ 7 support services
- ▶ 53 associates have been with UHP for 10 or more years



# Urban Profiles

## COMPREHENSIVE SERVICES



*A center is only as good as its people: the people who visit to receive care and those who help to provide the care. Meet the patients and associates who make up the Urban family. These are our stories.*

**Minerva Santiago:** Director, Patient Advocacy

**Justina Santiago:** Physical Therapy Patient

In 2001, we moved from a 10,000 square foot building to El Nuevo San Juan Health Center, a four story, 40,000 square-foot building. It became our flagship clinical and administrative site with 13 clinical departments.

Patients found the new space difficult to navigate so Paloma created patient advocate positions and placed us in the middle of the lobby to help answer questions and provide assistance. We're the first people

I have been a patient of UHP for more than 25 years. Two years ago, when I was 69, I fell and broke my arm. Having diabetes and arthritis, I was scared that the break would cause complications. My provider was concerned that the diabetes would interfere with the healing process and recommended physical therapy twice a week. At first the exercise was hard, but my arm slowly healed and the physical therapy helped my arthritis. Now I have full use of my arm and continue my physical therapy. I keep every appointment,

**Minerva Santiago (left):** *For years, Minerva has been the first of many kind faces you'd see, when visiting UHP.*  
**Justina Santiago (left bottom):** *Coordinating the services Justina used at UHP helped her heal faster.*



I keep every appointment, have a positive attitude and complete all my exercises! I knew that if I kept thinking "I'm sick" I would only feel worse. Having

you see when you walk into the lobby. You can't miss us – you can tell who we are by our blue jackets. Stop by and say hello, or let us know how we can help you. That's what we're here for.

my provider and my physical therapist in the same center made the healing process easier. What keeps me coming back? The people here care about me and together, we're going to keep me healthy!



**Sylvia Romero-Johnson:** Asthma/Health Education coordinator Asthma Relief Street

Asthma rates will not change unless people understand the disease and know how to manage it. That's what we teach at UHP's Asthma Relief Street Program. Our integrated approach includes patients, their families, providers, and community agencies and provides information about asthma education and intervention. We create an asthma action plan with the patient that is supported by the provider, and a health educator.

We support their efforts and encourage them if they don't succeed. We've placed asthma educators in all our departments, in all our sites and in our school - based centers to provide hands-on demonstrations on how to correctly use medication. Our goal is to empower patients to take control of their asthma and manage it. There are over 6000 patients enrolled in our asthma registry. With the help of the New York City Department of Health and Mental Hygiene we have been instrumental in reducing asthma -related hospitalizations among children age 0-14 in Hunts Point/Mott Haven service area by 67% and by a 49% decrease for the same age group in the Highbridge/Morrisania area since 1997. We still have work to do, but working together, our community is breathing easier.

**Rogelio Belen:** Adolescent Clinic Patient

I've been a patient of UHP for most of my life, mainly because of asthma. Dr. Mohammad was my first doctor. I remember the old pediatric clinic at the San Juan Health Center and when she said she was moving to the new building (El Nuevo San Juan) across the street. Now I'm a patient in the adolescent medicine clinic. My asthma has been under control for the past year but I wasn't always compliant with my medication. Two years ago, I wouldn't take it; I didn't think it helped me. The clinic staff reminded me to take my prevention medication.

They called me every day for a month, in the morning, before I left for school and then again at night. I haven't had an attack since. I'm interested in computers and technology and I want to help my community. Many people here don't have access to a computer. My goal is to bring technology to everyone's fingertips by creating a business that will make internet access easier for anyone who wants or needs it. I can't wait to get started. And now that I'm healthy, I know I can do it.

**Lisbeth Carpio:** Office Manager, Women, Infants and Children (WIC)

The community knows our program as "the Breastfeeding Center", that's how popular we've become. People feel comfortable with us; there is trust and rapport when they bring their children to appointments. We teach that a healthy pregnancy starts with good nutrition, prenatal care and

exercise then we show them how it's done. We instill good eating habits in expectant moms and their babies, and show the importance of exercise, breast feeding and making healthy choices. Two years ago we expanded the program to include a waiting room, a breastfeeding center and an exercise/play area. This doubled our patient visits! Moms now have more privacy working with peer counselors on breast-feeding techniques. There's a new space for children to exercise and play, and we even started a walking program! We're excited that WIC is expanding again to all UHP satellite clinics. More healthy moms and babies in our community is a really good thing.

**Left, Sylvia Romero-Johnson:** Has made it her mission to reduce asthma hospitalizations. **Rogelio Belen:** With his asthma in check, Rogelio develops ideas to make technology accessible to his community. **Lisbeth Carpio:** Helps moms turn healthy babies into healthy children.



# Urban Profiles

## COMPREHENSIVE SERVICES

### The Project Sunrise Team

Patients remember who treats them well—with respect and dignity. That's what they get when they walk through our doors. Project Sunrise is an HIV/AIDS primary care and outreach program that provides HIV



education, counseling and testing, case management, and medical care. Our team has a very hands-on approach to ensure our patients receive the best care possible. We go above and beyond the norm to those we serve. It isn't just about a chronic illness to us, it's about the person who is living with it. We're here to help and our doors are open.

### Acklema Mohammad, MD: Director of Pediatrics

I'm very proud to tell people that I have been a part of UHP, a community health center in the South Bronx, who has a CEO like no other, since I was 17 years old.

**Dr. Acklema Mohammad (right):** *Is proud of UHP's achievement of great immunization rates (more than 80%) and hopes to always continue work at UHP. Project Sunrise Team (left) is working to reduce HIV/AIDS rates in the South Bronx.*

I emigrated from Guyana in 1972 at 16 years of age. I started out at UHP as a medical assistant for Dr. Izquierdo. He taught me so much about medicine and allowed me to observe while he was examining patients.

My job became more than just a job. It was a place to learn, a home away from home, which is exactly how I still feel today. Coming to work for me is going to a place where I know I will be challenged and motivated, and at the same time be of service to a community who needs it.

I was allowed to grow with the Pediatrics Department and make it what it is today. We currently have 23 providers who see over 12,857 children. Our immunization rates are well above the city average at more than 80% and with our Asthma Relief Street Program we've been able to change the way our patients respond to their asthma

and to help lower the asthma rates of our community. I'm very proud of the work I've done here and I will never walk away from it. Some of my patients' moms and dads tell their children I was their doctor. It's a good feeling to see these kids grow from babies to parents. While it should really make me feel old, it doesn't. I see myself in the future coming in with a cane and my patients saying to their great-grandchildren "Dr. Mohammad was my doctor."

I love what I do and I love where I work. UHP will always have a special place in my heart.



## COMPREHENSIVE SERVICES



**Samuel DeLeon, MD:**  
Chief Medical Officer – Clinical Advances

We couldn't have transformed the way we deliver health care at UHP without advances in technology. Implementing the electronic health record system in 2006 was a major step for us. Fifteen years ago, when I came to UHP as a walk-in doctor I saw and diagnosed many asthma cases. That was a sign that there was a problem in the community.

Today, the EHR system tracks the health status of our asthmatic patients and allows us to provide comprehensive care to our patients. This was unheard of back when I started at UHP. A lack of space is a frequent issue, but it has helped us reach milestone decisions. In 2001 we needed to leave our original space and move into El Nuevo San Juan and it made a world of difference to the organization. More space meant more care, more patients and more services. Now we're faced with the same issue so we're moving our administrative offices out of the main site to make more

room for departments like adult medicine and geriatrics. Using technology like the iris recognition, which serves as a patient identifier, sets us apart from other health providers. Our next milestone could be the complete move to digital, or telemedicine, where we can provide care to people at other sites. In this technological world, the sky's the limit for UHP.

**Rita Sanchez:** Community Health Worker

Think of the community health worker program as bringing UHP's services directly to the patient's home. That's what we do — make home visits and work with mothers and children. There are many reasons people can't get to one of our clinics. They shouldn't be deprived of our services, so we bring the clinic to them. Being in their home is a big convenience, we can talk openly and I have a better picture of their environment, how they live and what they need. In this job you have to be a good listener. We talk about health care, family planning, and sensitive issues like domestic violence, and HIV. We even accompany patients on social service visits.

**Javiera Figueroa:** Health Educator

You can tell that UHP places a lot of emphasis on health education for our patients and the community — there are health educators based at all sites and in many departments and programs. We teach patients how to maintain their health or manage a chronic illness by adding healthy behaviors and changes to their daily routine. I'm getting an RN degree and it feels good to empower my patients with knowledge and information. I want them to know they have options about their health care.



**Samuel DeLeon, MD (top):** Advances in technology have transformed how UHP delivers health care. **Rita Sanchez (top):** Community Health Workers like Rita bring UHP and its services directly into the patient's home. **Javiera Figueroa (left):** UHP places health educators like Javiera at all sites to improve the community's approach to health and wellness.

# Urban Profiles

## COMPREHENSIVE SERVICES



**Jeanette Denizard:** Team Leader, Project Sabiduria (Project Wisdom) Geriatric Clinic

Our program begins with screenings for the elderly that include screening for falls, safety risks, depression, abuse/neglect and intense case management. Clinical care is supported with case management

**Jeanette Denizard's (top) interest in geriatrics stemmed from her experience with her beloved grandmother who went from being happy and outgoing to lonely, depressed and misunderstood. Emma Caballero (below left) is learning to bring her "A" game for the future.**



services that include referrals to outside agencies for housing assistance, home health care, and social services and internal referrals for psychiatric counseling, nutrition, health education and a variety of specialty services. I have the privilege of checking in with our patients daily to make sure that they keep their appointments, take their medication or to see if they need additional services. Grants from the Fan Fox and Leslie R. Samuels Foundation and the Jean & Louis Dreyfus Foundation made it possible for us to expand our program and we hope to run the clinic full-time when we build our new building on Simpson Street.

**Emma Caballero:** Patient

It's not every adolescent clinic that teaches you about building character. At Urban's Adolescent Wellness Center, the staff cares about your physical well being, but they also care about who you are, where you are going, what you are giving back.

Club TIA (Teens in Action) is not just a teen pregnancy program, but other things as well. It teaches you to be who you should be. It opens you up to learn a lot. In the two years I have been there they have taught us how to prepare a resume, dress for an interview, how to be prepared, and bring your "A" game. It teaches us skills to apply for college.

I used to be really shy and quiet, now I have more confidence; I'm more outspoken. And as an asthma patient at UHP, it has taught me how to manage my asthma. No more running to the emergency room to take care of my asthma. I'm in control.



# Innovative Programs



**Karina Mercedes:** Community Health Associate. Project H.O.P.E.—Health Outcomes through Peer Education

I was hired shortly after the Federal Office of Minority Affairs funded us to develop a program that would help the Hunts Point community get healthy. I am proud to be a part of Project H.O.P.E. To think that we can impact an entire zip code and change their health outcomes is amazing. We've accomplished so much in a short time. Our health ambassadors reach out to the community at beauty parlors, schools, bodegas and even on the street. Our collaboration with the Hunts Point Alliance for Children and Heather Mills helped us distribute healthy food to thousands of Hunts Point residents. Through

our yoga classes, cycling club and dance classes the neighborhood is getting healthier. It is hard work, but it's worth it. I live in Hunts Point too and the community is like family! We learn from each other and I am glad that I can make a difference in their lives.

**Debbie Lester:** Director, Institute for the Advancement of Community Health

When Paloma asked me to head up the Institute I never thought we would be doing all the things we do! – I love the IACH, because it involves the development of innovative programs. I rarely have direct contact with patients anymore, but I am rewarded knowing that the work of the IACH has a direct positive impact on patient health outcomes.

Most of the work of the IACH is done in multidisciplinary performance improvement teams. The teams meet monthly to address specific issues and rapidly tests changes that can be implemented to run a program or the organization more effectively. The

We partnered with Affinity Health Plan on an asthma business case project to study what it cost Affinity and UHP to take care of asthma patients. We discovered that it cost

Affinity 22% less to care for an UHP adult asthma patient than other adult patients in its network and 39% less for UHP pediatric asthma patients! We've teamed up with Canyon Ranch Institute to create a state-of-the-art patient health and wellness center that is already having a positive impact on our participants. This is an exciting time to be at UHP and I am pleased to be part of its growth.

**Karina Mercedes (left):** Project H.O.P.E. is changing the health status of Hunts Point residents one person at a time. **Debbie Lester: (far left):** The IACH team creates best practices to ensure cost savings and patient satisfaction.



IACH oversees those teams and uses their findings to create best practices for the organization. We are responsible for risk management and safety, because these programs help make patients and UHP associates safer.



# Urban Profiles

## INNOVATIVE PROGRAMS

**Hilda Colon:** Patient and Volunteer

I have been a patient of UHP's for over thirty years. Elvira Rella in the Nutrition Department and I have been working on managing my diabetes and eating better for the past three years. With her help I lost 18 pounds over a two year period. Recently, I took part in UHP's Health and Wellness Program and I lost an additional 12 pounds.

Now, I exercise four times per week! Everyone tells me I look great, but most importantly I just came off my diabetes medication. That is success! UHP's Health and Wellness Center is a collaboration with the Canyon Ranch Institute. The program addresses the needs of the mind, the body

**Dr Shamiza Ally (top)** is helping to make life and health change in the families of our youngest patients. **Clara Londono and Jose Gonzalez: (left)** use motivation and incentives to change habits and lives. **Hilda Colon's (below left)** recipe for managing her diabetes is exercise, nutrition and the mind/body connection.

and the soul. Canyon Ranch Institute made it possible for UHP to offer this service to its associates and its patients. Once again, UHP's collaborations have made a difference in the lives of its patients. It's what UHP does!

**Shamiza Ally, MD:** Pediatrician, Fit for Life

When we reviewed 33 month old Jenny's growth chart, we saw an improvement in her BMI from 90 % (overweight) to 81 % (normal weight) in just 5 weeks. When I asked her mother what she had done differently... she replied, "I just decreased the amount of milk and juice I gave her like you suggested." We cheered. Then I reminded her that small changes in her daughter's diet made a big difference. She made her child healthy!

The obesity epidemic in the US is causing an increase in Type 2 diabetes and heart disease. Our solution is "Fit for Life", a family-centered program that promotes health and wellness among infants and toddlers. It includes nutrition education, fitness guidance and behavioral

changes and targets young children 0-36 months. The program gives caregivers the tools to improve their children's health. A Robin Hood Foundation grant will allow us to bring this program to all UHP providers. I'm proud that UHP is leading the way to reverse this epidemic.

**Clara Londono & Jose Gonzalez:**  
Opportunity NYC

Incentives are a great motivator to change a behavior and that's what we do at Opportunity NYC, which is the city's first Conditional Cash Transfer program. UHP is one of six community partners throughout the city piloting the program. As part of Mayor Bloomberg's anti-poverty agenda, Opportunity NYC seeks to educate, empower and motivate low-income families to succeed in areas of education, health and work. Families attend workshops and receive training in exchange for financial incentives. The program also collects data on the participants to determine if this concept is successful. This year, our families earned Opportunity NYC Family Rewards that paid the fees for college prep courses. Other high school students took advantage of the Regents Test Rewards to go to colleges in Philadelphia and New York. UHP got involved with the program when Paloma sat on Mayor Bloomberg's Commission on Economic Opportunity that identified this innovative approach. She understands that health is about the body, the mind and our patients' economic conditions. Are we making an impact? We're optimistic that we are and we're eager to see our participants succeed.



## THE BRONX & BEYOND

### **Damaris Rivera:** Director of Billing

I began my career here 28 years ago as an intern, when I was a student at Lehman College, studying finance. I started as the medical records coordinator, and later worked in payroll and eventually became director of billing. UHP gave me the opportunity to grow, both personally and professionally.

We are a small department but there is a real family atmosphere among us. We're all very close. I like that the administration has an open door policy. Paloma is very busy but it is wonderful to know we have access to her whenever we need her. She still makes herself available to all of us.

### **Jose Otero:** Coordinator, MIS

I learned about UHP when I was in a training program at 16 years old. A UHP board member taught at the program and recommended me for an interview with the human resources director.

I didn't have a lot of skills, but I was given a chance. My first job was a patient services

representative (PSR), where I scheduled appointments and answered phones. Later, I became interested in IT, and learned about it from another UHP associate.

I was inspired by the work and volunteered to work late and even weekends. UHP encouraged me to get my associates degree. Later, I returned to get a bachelor's degree in Applied Science, Computer Information Systems. I just got my MBA in December

**Viju Jacob, MD (top right)** and the school-based health clinics team bring UHP's quality health care directly to school grounds. **Jose Otero (right):** Dr. Izquierdo taught Jose that working at UHP isn't a job, it is a vocation. **Damaris Rivera (bottom right)** has enjoyed many career growth opportunities UHP has provided during her 28-year tenure.

2008. It feels great to learn more and do more. UHP taught me you can never have too much knowledge.

UHP gave me an opportunity and I'm grateful. It is a tight knit family atmosphere, with a real sense of responsibility. Paloma and Dr. Izquierdo looked at their community and saw the need, they addressed it. I love knowing someone came here and got the help that they needed. Dr. Izquierdo showed me this isn't a job it is a vocation. We're addressing a need in a community that needs us.

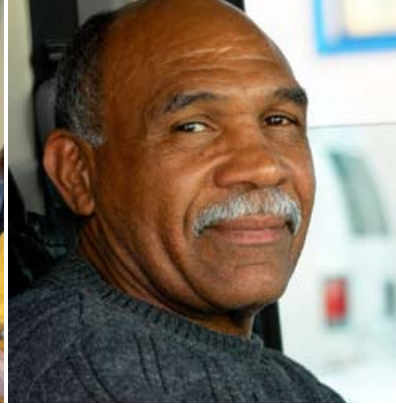
### **Viju Jacob, MD:** School-Based Health Clinic Programs Clinical Director of School Health

What better way to serve the community than through its schools? We see a range of students whose needs all differ greatly. One example is a diabetic first grader who comes daily to our clinic for his meal-time sugar check and insulin. Previously, this was done by his mother or grandmother at school, a routine that became disruptive to

the class, and to the child. He wasn't able to eat lunch with his peers since his grandmother pampered him during lunch. The routine created issues between the family and school. The school labeled them as a "problem" family.

Since we took over his care, the school and the family is happy and the child has come out of his shell. Our in-school presence gives students the necessary care without missing school, which keeps absenteeism down. Students and families can concentrate on learning. We'll take care of their health.





# Urban Profiles

## THE BRONX & BEYOND

**Monsignor Thomas Healy:**  
Our Lady of Sorrows, Corona, New York

Helen Arteaga, the director of Plaza del Sol, has been a member of my parish since she was a teenager and she always wanted to create a health center for the residents

the Corona community would get the health care services we needed. People were eagerly waiting for Plaza del Sol. Every week I would update the congregation about the site from the pulpit while it was under construction. When I told them it was finished and ready to open, everyone in the church

**Monsignor Healy (top left):** People in Corona don't have to use the hospital ER anymore, they have a provider who knows their history. **Leo Quintana: (left):** UHP's driver extraordinaire is a former championship boxer in the Dominican Republic. **UHP Volunteers (top right)** serve as our vital links to patients and the community.

of Corona, NY. Enter Paloma Hernandez and the two became unstoppable. Paloma would not build without getting the approval of the community and I knew I was dealing with a woman and an organization of integrity. I knew that my parishioners and

stood up and cheered! People in the neighborhood don't have to use the local hospital's emergency room anymore. Now they have a doctor or nurse who knows their history. You can see how important Plaza del Sol is to our community.

**Leo Quintana:** UHP's Driver Extraordinaire

One of the most recognized and beloved people at UHP, Leo Quintana is more than the driver who shuttles us between sites. A former boxing champion in his home country of the Dominican Republic, Leo always greets patients and staff alike with a friendly smile and kind words. It was no surprise when he was voted "Associate of the Year" in 2008. He may have been shocked to receive the honor, but to everyone else, it was a fitting recognition. Our love for him isn't unrequited — it seems that Leo feels the same way about UHP. "I'm honored to be here," he says. "UHP has given me so many opportunities and I love my job. We are a family here and I love the staff and patients."

**UHP Volunteers:** Hilda Colon, Norma Sanchez, Nayda Padilla, Heroilda Vega, Reinaldo Torres, Rafael Fernandez.

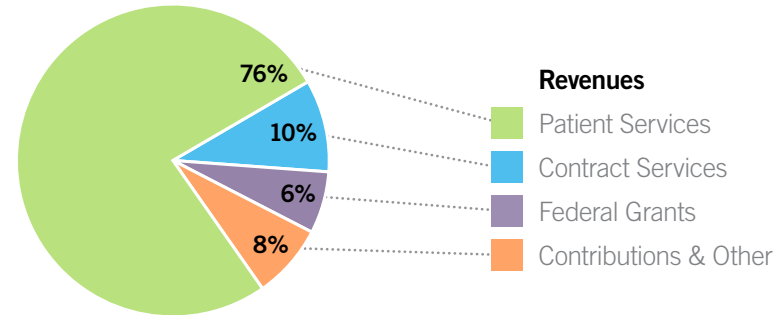
We call them "the backbone of UHP" because of the range of their services, but that doesn't do them justice. UHP volunteers have a unique perspective about the organization, as our link to the patients and the community. They volunteer their time at UHP, and they're also current patients who put their support for UHP into action. Look for them in the lobby of our main building distributing health information and literature, or at our satellite clinics assisting with food demonstrations or showing patients the proper way to read a nutrition label. They are friendly and full of energy, which is why they are so beloved and their services so in demand.

# Financials

## STATEMENT OF ACTIVITIES

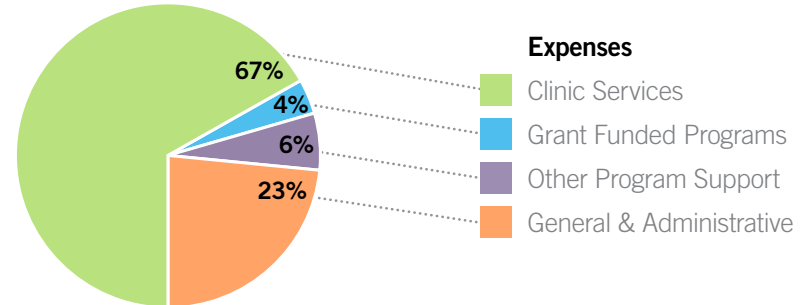
### Revenues

Patient Services	\$ 26,046,643
Contract Services	3,264,133
Federal Grants	2,186,835
Contributions and Other	2,627,786
<b>Total revenue</b>	<b>\$ 34,125,397</b>



### Expenses

Clinic Services	\$ 22,406,169
Grant Funded Programs	1,243,246
Other Program Support	2,020,887
General & Administrative	7,862,383
<b>Total Expenses</b>	<b>\$ 33,532,685</b>
<b>Net Income</b>	<b>\$592,712</b>



A complete copy of financial statements audited by UHY, LLP is available upon request from **Urban Health Plan, Inc.**, 1065 Southern Blvd., Bronx, NY 10459.

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Esther Wright





*It's a Family Affair.*



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Vice President of Medical Affairs  
and Chief Medical Officer

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Chief Financial Officer

**Ivy Fairchild, MPH, MA**  
Chief Development Officer

**Daniel Figueras**  
Chief Technology Officer

**Eileen Leach, MPH, RN**  
Chief of Staff

**Cheraine Case**  
Senior Administrator

**Alejandro Sonera, Jr.**  
Senior Administrator

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Heroilda Vega  
Jack Flanagan, Chair Emeritus  
Richard Izquierdo, Founder  
& Medical Director Emeritus

## ***Urban Health Plan***

**Development Department**  
1515 Southern Boulevard, 2nd floor  
Bronx, New York 10460  
718-589-1687 x2802  
[www.urbanhealthplan.org](http://www.urbanhealthplan.org)

## ***UHP Clinical Sites***

**Main Site**  
Urban Health Plan  
El Nuevo San Juan Health Center  
1065 Southern Boulevard  
Bronx, NY 10459

**Plaza Del Castillo Health Center**  
1515 Southern Boulevard  
Bronx, NY 10460

**Bella Vista Health Center**  
890 Hunts Point Avenue  
Bronx, NY 10474

**Plaza Del Sol Family Health Center**  
37-16 108th Street  
Bronx, NY 11368

## ***UHP Program and Administrative Sites***

**Project H.O.P.E.**  
854 Hunts Point Avenue  
Bronx, NY 10474

**El Viejo San Juan**  
1070 Southern Boulevard  
Bronx, NY 10459

## ***School-Based Sites***

**PS 333/335**  
888 Reverend James R. Polite Avenue  
Bronx, NY 10459  
718-620-4352

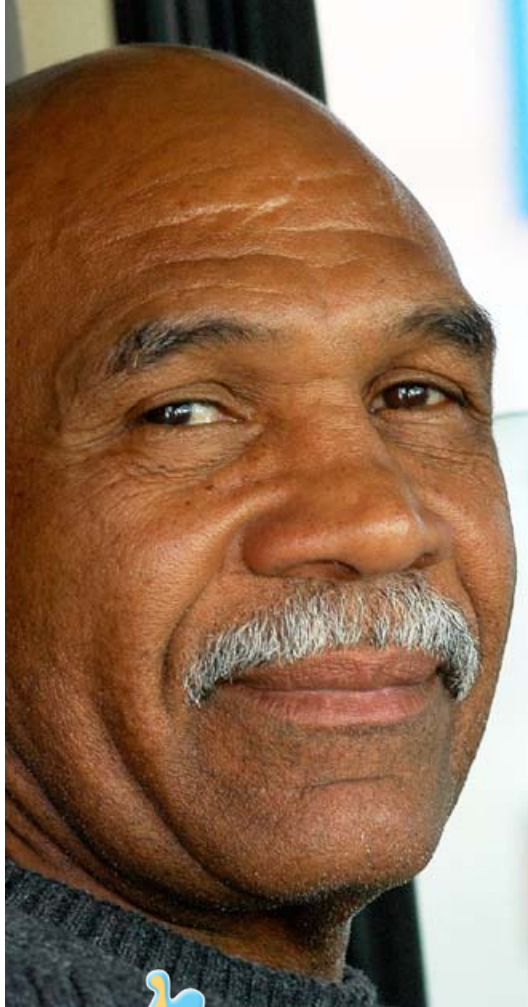
**PS 48**  
1290 Spofford Avenue  
Bronx, NY 10474  
718-860-1933

**PS 75**  
984 Faile Street  
Bronx, NY 10459  
718-860-6475

**Jane Addams High School  
for Academics Careers**  
900 Tinton Avenue  
Bronx, NY 10456  
718-292-4513/439

**MS 424**  
730 Bryant Avenue  
Bronx, NY 10474  
718-378-3250

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