



# Our Neighborhood News

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Santa Barbara Neighborhood Clinics

*Ensuring quality healthcare for all*

## Creating Stability through Change

*Chief Executive Officer Cynder Sinclair, D.M.*



”Stability” and “Change” in the same sentence?— they seem so opposite. But, that’s exactly where we are: in the midst of deep change leading to solid stability. Each of us plays an important role in the change process and the successful outcome. We are on our way to the top!

As you may know, we spent a lot of time and energy preparing our FQHC 330 grant proposal, which we submitted on December 15. We won’t find out until August whether we were chosen for this grant. If we are chosen, it will mean an additional \$650,000 each year and eligibility to apply for hundreds of millions of dollars in federal grant funds for

our clinics. We may have quite a big celebration in August!

Another major change leading to greater stability is our new Electronic Practice Management, Electronic Dental Records, and Electronic Health Records systems. Once we finish the process of implementing the various components, SBNC will be more streamlined and efficient than ever before. We will be providing a higher level of service to our patients and we will be bringing in more revenue through our billing efforts. This project will dramatically change and stabilize our entire organization.

Finally, we must also respond to Federal Healthcare Reform. This legislation will have enor-

mous effect on SBNC by increasing patient and revenue figures. Although we don’t have all the information we need to know exactly how the changes will affect us, we are doing our best to strategically plan for development of SBNC in response to these changes.

So hang onto your hat! These major changes will continue for at least the next two years. We will emerge stronger and more stable than ever before. Remember the only constant in life is change. If we anticipate change, we will have greater control over it. Thank you for continuing to play such a vital role on our SBNC team!

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## Embrace Change!

*Chief Operations Officer Bonnie Campbell*

As we move into our conversion to electronic health records everything as we know it will be changing. I’d like to encourage all of us not to fear or dread these changes, but to embrace them instead. Let’s keep in mind the exciting fact that each and every one of our patients will be a beneficiary of these changes. I look forward to the day when all our patients can have access to all their health records right here in their medical home. Clinicians will be able to see all medications their patients’ are taking, all the other health services they have used, and all in real time. Medical Assistants will never have to struggle to read a clinician’s progress notes again... I can hear you all cheering already! No one in the dental clinic will have to double enter data in two separate systems, and the same goes for our finance and billing departments! And think of all the room we will be creating at each site when all paper charts are in storage! I know I’m using the exclamation point too often, but this is exciting stuff!

Each of us will be experiencing this change in our own way, so let’s be understanding and supportive to each other along the way. For 40 years we have embraced our mission. Now we will be able to do so even more fully.

## Making an Impact

*Chief Medical Officer Neil Sullivan, MD*

### Cambodian Medical Mission Trip

At the dawn of the New Year, along with a group of volunteers, I traveled to Phnom Penh for an inaugural medical mission to Cambodia. As the Cambodian Health Professional Association of America, our mission was to provide medical and dental care to a large segment of the people that “essentially” had received no health-care in the past. We set up a clinic for 5 days that was comprised of a Triage Area, individual sites for Family Medicine, Internal Medicine, Pediatrics and Pain Management, an outdoor Dental Clinic and a very busy Pharmacy. At the beginning it was “pure chaos” as

over 1500 people were waiting at the gates to be seen on the opening day. However, by the final couple days, we were seeing patients smoothly and efficiently. Not surprisingly, being the master of clinic flow, I set up my office with two wonderful Cambodian Medical Students so as to have one assisting and translating one patient (or family) while the other student was preparing the next patient. While our group saw almost 6000 patients in that week, I personally saw 124 patients on my final day of service. It was both exhilarating and exhausting – an experience I will always cherish. The people were so grateful for our time,

effort and concern. With the average person making less than \$40 a month to provide for their family, it is not surprising why they choose not to seek health care or purchase costly medications. That it is why it is imperative that their government, along with volunteer groups such as ours, show compassion and concern for their plight.

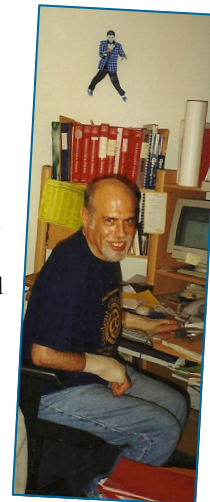


## In Memory of Stu Rubinstein



On Tuesday, February 1, 2011, we received the sad news that Stu Rubinstein, longtime employee and devotee of our clinics, passed away. We will all miss him as a friend and the major, selfless and prominent role he played in the creation, development and maintenance of Santa Barbara Neighborhood Clinics as the main healthcare provider and friend to the underserved and uninsured people of our neighborhoods. Stu joined the Westside Neighborhood Clinic as one of several volunteers who were trained

in the basics of medicine such as taking blood pressure and working in the lab. “People who cared about health and this community did this all on their own,” he said. “It’s really helped this community. I’ve seen it with my own eyes.” Thank you for your service, Stu. You will be missed!



## Employee Accolades

### 2010 Staff Retreat was a hit!

Staff enjoyed a full day of fun training activities in November 2010. We’re looking forward to next year!



**PLEASE CALL  
805.617.7855  
TO LEARN HOW  
YOU CAN INVEST  
IN THE FUTURE  
OF THE SANTA  
BARBARA  
NEIGHBORHOOD  
CLINICS**

### Congratulations to Javier Ortega!

Javier was recognized as “SBCC Student of Note” for his accomplishments and contributions to our community!





## Health Care Heroes: A Benefit for Santa Barbara Neighborhood Clinics

We are seeking dynamic volunteers for an event with a wonderful group of dedicated Santa Barbara Neighborhood Clinics volunteers to create a special occasion with an important purpose. Support the community work and outreach of the Santa Barbara Neighborhood Clinics by joining us at Santa Barbara’s 13th annual Santa Barbara Neighborhood Clinics Healthcare Heroes awards ceremony Sunday, October 2, 2011. This event is an opportunity to make a difference in the health of our community. It is a chance to join the Santa Barbara Neighborhood Clinics in the fight for quality healthcare for all.

Plans are underway to transform the Four Seasons Biltmore into an inviting corner of the American Riviera. You won’t want to miss this event! Beginning with an energizing reception, the evening will include a meal of signature dishes prepared by some of our finest local chefs, silent and live “heart” auction, and capped off with thrilling cape presentations! Invitations and other details will be available soon, and we are always seeking for sponsorships and committee members.

For more than 40 years Santa Barbara Neighborhood Clinics has been fighting to provide quality healthcare to all, save lives and diminish suffering through outreach, education, advocacy, and service. Despite many successes and even with the many, many lives saved, there is still so much to do. It is because of generous support through events like Health Care Heroes that keep our doors open.

Please remember that together we truly can make Santa Barbara County a healthier place for our family, friends, and neighbors.

### Bon Voyage & Welcome A-Board!

We thank outgoing Board members for their years of service:

- Brent Levine, Esq.
- Lisa Moore
- Mahil Senathirajah



And welcome new Board members:

- Deb Babineau
- Kathleen McMahon
- Nat Reinke
- Candice Tang



**THE MISSION OF SANTA BARBARA NEIGHBORHOOD CLINICS IS TO PROVIDE HIGH QUALITY, AFFORDABLE, COMPREHENSIVE HEALTHCARE TO ALL PEOPLE REGARDLESS OF THEIR ABILITY TO PAY, ESPECIALLY THOSE UNINSURED AND OTHERWISE UNDERSERVED, WHILE MAINTAINING A WELCOMING ENVIRONMENT AND TREATING PATIENTS WITH COMPASSION, DIGNITY, AND RESPECT. WE STRIVE TO ACHIEVE EXCELLENCE AND TO MAXIMIZE THE POTENTIAL OF EACH EMPLOYEE, VOLUNTEER, AND BOARD MEMBER THROUGH A RESPECTFUL AND SUPPORTIVE ORGANIZATION.**

### Out & About

- November Hispanic Chamber Mixer
- Borders Benefit Day (YOU helped us raise over \$1,500.00!)
- Healthy Neighbors
- Teen Health Advocate Graduation (Monique Limon, S.B. School Board Member spoke!)
- Venoco, Inc. Non-Profit Faire
- S.B. Young Professionals Mixer
- SBCC Health Center & Campus Outreach

#### Sansum Clinic Celebrates 90 Years of Service—Congratulations!

Through a collaboration with the Santa Barbara Neighborhood Clinics for free diagnostic services for those in need, Sansum Clinic improves the quality of life of this community by delivering the educational and humanitarian components of a comprehensive healthcare program.

#### Upcoming Events & News:

- UCSB & SBCC – Condoms & Kisses Outreach (FAM PACT & HIV) 2/14
- February Hispanic Chamber Mixer
- KEYT-TV Channel 3 30-second commercial 2/28—3/28
- Viva el Arte de Santa Barbara – Marjorie Luke Theatre 3/13
- Viva el Arte de Santa Barbara – Marjorie Luke Theatre 4/21

**Santa Barbara Neighborhood Clinics**  
Ensuring quality healthcare for all

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Appointments: 805.617.7870  
Donate: 805.617.7855  
E-mail: [info@sbclinics.com](mailto:info@sbclinics.com)



*We truly invest in our mission and cause. Did you know most of our staff donate to SBNC's worthy programs and services?*



*Have you told 5 friends how and why you support SBNC? . . . We have! Forward this Newsletter to someone who shares your passion for our mission today!*



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## Help Fund Our Mission!

### GuideStar Giveaway



We have an opportunity to win the \$5,000 prize that GuideStar USA, Inc., the leading source of nonprofit information, and KIMBIA, a group that empowers nonprofits and other organizations to increase giving, are making available through their **Winter 2011 GuideStar-KIMBIA Nonprofit Giveaway**. This generous gift would help us accomplish our mission. Anyone with firsthand knowledge about us who is not a paid employee of SBNC—donors, volunteers, board members, patients—can write a review about us on GuideStar. Your review will appear in our profile on both GuideStar and GreatNonprofits, GuideStar's partner that makes it possible to write and post reviews. There is no charge for writing a review, but

you are limited to posting only one review for our organization.

To write a review, please click on the GuideStar icon on our website. The giveaway begins on February 1, 2011, and ends at 11:59 p.m. EDT, February 28, 2011.

### Anniversary Grants



Anniversary Grants<sup>SM</sup> is a unique Montecito Bank & Trust annual charitable gifting program helping the bank celebrate its opening day anniversary, March 17, 1975. Anniversary Grants began in 1993 with bank associates casting their votes to select ten 501(c)(3) designated nonprofit organizations to receive an Anniversary Grant. Annually since 1993, bank associates submit their favorite nonprofit organizations to the voting list and then lobby

their colleagues for votes. Each associate has 5 votes to cast for their top organization choices. Votes are tallied and those ten organizations with the most associate votes receive Anniversary Grants. Around St. Patrick's Day, the selected organizations attend a bank reception as part of the bank's anniversary celebration. Recipient organizations must then wait two years to again be eligible for an award. It's a great way for bank associates to learn about and support the wonderful and varied nonprofits serving our Santa Barbara and Ventura County communities.

Do you (or does anyone you know) work for Montecito Bank & Trust? If so, YOU can help us win an Anniversary Grant from Montecito Bank & Trust! Please ask your friends to vote for us.