

HEALTH HOPE OPPORTUNITY

What You Need, When You Need It

Our New Full-Service Pharmacy is a Game-Changer!

There are few things more frustrating than a “Closed” sign, especially for someone who needs pharmacy services. That is why Cherry Health is pleased to offer a new full-service pharmacy at our Westside Health Center.

Here is a great example of why it matters.

Daniel Stout is a physician’s assistant at Westside Health Center. He has worked for a long time with a patient who has bipolar disorder and substance use disorder. One of the tools that Daniel and the care team used in the past is an injectable prescription called Vivitrol. This slow-release medicine can help curb opiate and other cravings for 28 days.

This patient has worked hard to stay sober and did not need the medication for quite some time. However, looming stress in the form of personal and professional changes was triggering old cravings. So on a Friday afternoon, Daniel met with the patient, and they both decided that this was the right time for another injection.



In the past, a late-Friday pharmacy order for a scheduled injection might have been delayed until after the weekend. Not anymore! Daniel sent the prescription order over to the onsite pharmacy. Then he was able to collaborate with a nurse administrator so the injection could be given before the patient left the building. That kind of wrap-around care, combined with convenience of the new pharmacy, helped keep this patient on course.

But there is more to the story than convenience and care coordination.

Cherry Health pharmacies negotiate great pricing, and donor gifts make up the difference when cost is a barrier to patient health. This allows our patients to follow through on their care plans to achieve results.



Thank you, donors,
for making essential
pharmacy services available
to all our patients!

When “Just Quit” Is Not the Best Option



Substance use disorder is an ongoing and growing problem in our community. Although illegal drugs are definitely part of the issue, many people are addicted to opioid pain medications. It is not always safe to stop taking them 'cold turkey.' That is when Medication Assisted Treatment (MAT) becomes an essential tool.

MAT combines medication and counseling to treat substance use disorder. It provides safer withdrawal that minimizes potentially dangerous symptoms. It also helps reduce overdose deaths and mitigate relapse risks. Cherry Health offers MAT at Southside Health Center in Grand Rapids and Muskegon Recovery Center.

Every patient who seeks help is unique and has individual needs. The staff works hard to ensure they meet all patients wherever they are in the recovery journey. As one therapist notes, “We need to help patients define who they were before they were addicts and help them return to being that person.”

Jessie is a typical example. She had great goals. She wanted to be present for her children and maintain a job. However, she did not know where to start in her recovery journey. Jessie came to Cherry Health for help and worked hard with her therapist. During that time, she realized that her upbringing had impacted her behavior. She identified her emotional triggers and learned coping mechanisms she could use instead of drugs. She also gained the courage to leave an abusive relationship to improve her quality of life and that of her children.

When our patients trust the staff and adhere to the MAT program, they can achieve success, whatever that looks like for each of them. Cherry Health currently serves nearly 1,000 patients in this impactful way.



on Quality Achievements!

The National Committee for Quality Assurance has recognized each of our eligible Cherry Health sites as a Patient-Centered Medical Home. Each site has met rigorous standards of patient-centered care. That puts Cherry Health in an elite group of health centers that have demonstrated a commitment to advancing quality care, enhancing the patient experience, and increasing staff satisfaction – all things that reduce health care costs.

Congratulations to:

- 👉 Barry Community Health Center
- 👉 Burton Health Center
- 👉 Cherry Street Health Center
- 👉 Heart of the City Health Center
Adult Medicine
- 👉 Heart of the City Health Center
Pediatrics
- 👉 Montcalm Area Health Center
- 👉 Westside Health Center
- 👉 Wyoming Community Health Center

“Quality and Person-Centered Care Come Together Here”

Next time you need inspiration, spend five minutes talking with Dr. Priscilla Kimboko, professor of Health Administration at Grand Valley State University. You will hear an impassioned and articulate woman stress the need for accessible, innovative, data-driven care.



“Innovation doesn’t exist to cheapen care,” she asserts. “It’s not enough to cut costs. Innovation must maintain quality while keeping a person-centered focus.”

Given that philosophy, it makes sense for Dr. Kimboko to collaborate with Cherry Health. “Heart of the City [Health Center] is a unique and powerful model for communication among medical professions,” she says. “I regularly invite leaders from Cherry Health to speak to my class about the need for innovative solutions. They’re honest about the challenges, including that of financial reimbursement.”

In addition to being a collaborator, Dr. Kimboko is also a monthly donor. “I give where my heart is,” she says. “Quality health care makes a difference for everyone, especially the most vulnerable in our community.” She also has great respect for Tasha Blackmon, President & CEO of Cherry Health. “I love the dashboard she uses to track Cherry Health’s most important outcomes,” she says. “Having the right data — not just any data — empowers effective leadership. She has the right data.”

Thank you, Dr. Kimboko, for educating and inspiring the next generation of health care professionals. We deeply appreciate you and your faithful financial support of Cherry Health!

Urgent Dental Services Coming Soon!

Our remodeling project is almost finished in downtown Grand Rapids! Belknap Urgent Dental Care Center should be open and providing care by the end of this year. We are increasing capacity from two to five dental stations at this location so that Cherry Health can treat more patients with unplanned urgent care needs instead of waiting to see if availability opens between pre-scheduled appointments at our other health centers. This dedicated site will help us streamline and provide treatment for the unfortunately daily emergent dental needs that arise in our community.



This is an exciting new capability for our patients and Cherry Health clinicians.

If you can help us raise the final

\$60,000

needed for this project,
please contact:

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Foundation Director

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Get Involved in the Mission!



Give online at **cherryhealth.org/donate**.



Use the enclosed envelope.

Give More, Pay Less

Since this is the time when many start thinking about year-end gifts, here are two excellent strategies that maximize giving while minimizing taxes.



1 Giving Through a DONOR ADVISED FUND

When you contribute cash, securities, or other assets to a Donor Advised Fund (DAF), you are often eligible to take an immediate tax deduction. The funds are invested for tax-free growth, and then you can recommend grants to the nonprofit organizations you care about the most, like Cherry Health Foundation (EIN 38-3308516). Grand Rapids Community Foundation offers Donor Advised Funds, as do financial institutions such as Fidelity Charitable, Schwab Charitable, National Philanthropic Trust, and Vanguard Charitable. A Donor Advised Fund is also a wonderful tool for family grant-making plans, especially those that include the next generation.

2 Giving Through a QUALIFIED CHARITABLE DISTRIBUTION

Once you turn 73, you are required to withdraw money from your IRA and pay tax on it as income. This is called a Required Minimum Distribution (RMD). If a portion of that money goes directly to a nonprofit, it counts towards your withdrawal, but you do not pay income tax on it. This is a Qualified Charitable Distribution (QCD). This gift does not count as income to you. So, in addition to not paying tax on it, the gift may help you avoid a higher tax bracket while benefiting a charitable mission you value. **Please note: in order to qualify, QCD gifts must be payable to Cherry Street Services, Inc. (DBA Cherry Health; EIN 38-2853534).**

We always recommend that you talk with your financial advisor to understand the implications of any giving option.
Thank you for considering Cherry Health in your philanthropic plans!



And the Winner Is....

Thank you to everyone who completed our last newsletter's survey to share your "why," your interests, and your ideas. We have contacted each respondent who requested a conversation and look forward to implementing some of the suggestions we received.

Special congratulations to Sharon Tornga, who won two free tickets to Cherry Health Celebration (a \$250 value)! We look forward to seeing her and her guest, along with all attendees, on November 8, 2023, at Frederik Meijer Gardens and Sculpture Park!



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