



# ANNUAL REPORT

2024

## Framing Our Future



RCCHC is a Health Resources and Services  
Administration (HRSA) 330 grantee.

# TABLE OF CONTENTS

---

01   A MESSAGE FROM OUR INTERIM CHIEF EXECUTIVE OFFICER	4
02   A MESSAGE FROM OUR BOARD CHAIR MEMBER	5
03   OUR DEPARTMENTS	6
04   OUR TEAM	16
05   OUR DATA	21
06   OUR ACHIEVEMENTS	27
07   OUR SERVICES	34

# OUR PRINCIPLES



## Mission Statement

Great care for every one, every day.

*Excelent cuidado para todos, todos los dias.*

## Values

Respectful, Compassionate, Caring, Honest, and Committed.

*Respetuoso, Compasivo, Bondadoso, Honesto, y Comprometido*

## Vision

We strive to be the premier healthcare provider, dedicated to and supported by the people we serve.

*Esforzandonos para ser el principal proveedor de salud, dedicado a, y apoyado por la gente que servimos.*

# A MESSAGE FROM OUR INTERIM CHIEF EXECUTIVE OFFICER

As Interim CEO of RCCHC for the past six months, I have had the privilege of witnessing firsthand the remarkable dedication and expertise of our team. It has been a time of transition and opportunity and I am both inspired by what we've accomplished together and confident about the road ahead.

RCCHC's mission to serve as a trusted healthcare provider and partner for our community is more vital than ever. I am proud to say that our skilled and committed staff rise to meet this responsibility every day. Their unwavering passion and professionalism ensure that we continue to grow into the organization our community has come to depend on.

While my time here has been relatively short, my focus has been on building a solid foundation for sustainable growth, ensuring financial stability, and aligning our leadership to support the organization's long-term success. These efforts, combined with the incredible talent and dedication of our team, position RCCHC for a strong and impactful future.

Thank you to our Board of Directors, staff, partners, and the community we serve for your support and trust. Together, we will continue to advance our mission and make a lasting difference in the lives of those who rely on us.



**LaShun Huntley**

Interim CEO



# A MESSAGE FROM OUR BOARD CHAIR MEMBER



**Deborah Morrison**

Board Chair Member

Reflecting on the past year has been both humbling and inspiring. It is remarkable to witness the unwavering dedication that has carried us through challenges and change, paving the way toward stability and growth.

At the heart of all we do is our mission: Great care for every one, every day. This mission is our guiding light, shaping every decision, interaction, and service we provide. Alongside this mission, we are deeply rooted in our core values—Respectful, Compassionate, Caring, Honest, and Committed. These principles are more than words; they are the promises we make to honor the trust of our patients and to support one another as a team.

This year has brought clarity as we navigated challenges, embraced opportunities, and adapted to evolving circumstances. These experiences tested us, but they also revealed the strength of our foundation. Through it all, we stayed true to our vision: To be the premier healthcare provider, dedicated to and supported by the people we serve.

As we look ahead, we see immense opportunity to build on our successes and continue delivering exceptional care. Our mission, vision, and values are not just aspirations—they define who we are and the promises we make to our patients, communities, and one another.

To our Leadership, Staff, and Board, thank you for your dedication, resilience, and belief in the work we do every day. Together, we will continue to provide great care for everyone, every day and create a healthier, brighter future for the communities we serve.

# OUR DEPARTMENTS

---





# PHARMACY

The RCCHC Pharmacy Department had a highly productive year, processing over **64,000** prescriptions and serving approximately **5,000** patients at our in-house pharmacy locations. To further improve access to needed medications, we partnered with over **60** contract pharmacies, ensuring patients across our service area could obtain their prescriptions conveniently.

This year, we implemented new software that significantly enhanced our efficiency and patient engagement. The addition of the RxLocal app and texting features allows us to interact with patients more effectively, providing improved communication and streamlined services.

A key highlight of the year was our partnership with the UNC Eshelman School of Pharmacy as part of the Rural Pharmacy Health Initiative. Through this collaboration, RCCHC proudly served as a rural pharmacy hub and hosted our first two pharmacy interns during the summer months, fostering the next generation of pharmacy professionals.



In addition to our prescription services, the RCCHC Pharmacy Department supported approximately **100** patients with Medicare Open Enrollment Services, helping them navigate their healthcare options with ease.

We also expanded our offerings to include new services:

- Immunizations
- MEDSYNC (medication synchronization)
- Adherence packaging
- Delivery services

These additions reflect our ongoing commitment to providing accessible, patient-centered pharmacy care, ensuring that our community receives the support and resources they need to lead healthier lives.

# RURAL RESIDENCY

This year, the Rural Residency Program achieved significant growth and milestones. We expanded our class size from two residents per year to three and introduced an additional training site in Roanoke Rapids, further enhancing our program's reach and capacity to develop the next generation of healthcare professionals.

We proudly celebrated the graduation of our first residents from the Ahoskie site, Dr. Zeel Shah and Dr. Raza Syed. Dr. Shah now serves as a hospitalist at ECU Health Beaufort while continuing to precept with us in Ahoskie during her off weeks. Dr. Syed is pursuing a sports medicine fellowship in Spokane, Washington. These accomplished physicians exemplify the program's success in preparing residents for impactful careers.



We also highlight the contributions of Jessica Brinkley, Rural Residency Coordinator, who partnered with Dr. Zolotor of NC AHEC to establish a Learning Network for Graduate Medical Education Coordinators across North Carolina. Jessica further showcased her leadership by presenting a poster at the NC GME Collaborative Conference in Charlotte, where she evaluated the need and demand for this critical resource for residency programs statewide.

These achievements demonstrate our program's dedication to advancing rural healthcare education and strengthening healthcare systems in underserved communities.



# BEHAVIORAL HEALTH



This year, the Behavioral Health Department secured a **\$1.1 million** HRSA grant, which will significantly enhance access to Behavioral Health and Substance Abuse services across our community.

Our ongoing collaboration with Hertford County Public Schools continues to thrive, allowing students to conveniently receive Behavioral Health services directly on campus, further demonstrating our commitment to youth mental health.

The department provided a total of **2,233** therapeutic sessions for adult Behavioral Health patients, addressing critical needs and improving well-being. Additionally, with the introduction of pediatric clinical therapists, both onsite and virtually, we were able to serve **509** pediatric Behavioral Health patients, ensuring greater access to mental health care for children and families.

Finally, the department achieved a significant milestone by increasing access to substance abuse services, further reinforcing our mission to support recovery and wellness in our community.



# NURSING



In 2024, ECU's home-based telehealth program, in collaboration with the Nursing Department, provided essential healthcare services to **151** patients, including medical care, nutrition counseling, diabetes self-management education, and behavioral health support. This program continues to bridge the gap for patients who benefit from receiving care in the comfort of their homes.

Our Nursing Department also supported significant advancements in our School-Based Health Centers (SBHC). The middle school SBHC expanded its availability to five days a week at the start of the 2024–2025 school year, while the high school SBHC began offering nutrition and behavioral health visits in November and officially opened for medical visits on December 17.

In addition to these accomplishments, our team completed an impressive **3,072** Medicare Wellness visits in 2024, underscoring our dedication to preventative care and overall health maintenance.

These efforts exemplify the Nursing Department's critical role in expanding healthcare access and meeting the diverse needs of our communities.

# MOBILE HEALTH CLINIC



In 2024, our Mobile Unit team made remarkable strides in expanding healthcare access and delivering vital resources to underserved communities. A total of **68** patients were seen for various screening services and **125** individuals received care for new patient visits, sports physicals, acute care needs, emergency room follow-ups, or hospital follow-ups. Additionally, **55** patients were served during the Western North Carolina Medical Relief Outreach Effort.

From January through December, our Community Health Worker (CHW) facilitated **127** referrals, connecting individuals to essential resources such as utilities assistance, clothing, and food security programs.

The Mobile Unit also engaged in numerous impactful community events and collaborations, including:

- Partnering with Roanoke-Chowan Community College for their health fair.
- Supporting the Albemarle Regional Library System in Bertie, Hertford, Northampton, and Gates counties during health awareness days.
- Participating in the Turkey Giveaway event in Ahoskie.
- Providing free screening services to a local treatment center while bridging patients to primary care.

These efforts showcase our unwavering dedication to breaking down healthcare barriers and fostering wellness within our community.



# SEASONAL AGRICULTURAL

In 2024, our Migrant and Seasonal Farmworker team made significant strides in providing healthcare and resources to farmworker communities. More than **400** migrant and seasonal workers received care through in-clinic visits and outreach events. The team organized **22** outreach events throughout the year, successfully adding three new outreach sites, including two in Robersonville and one in Roper. These efforts resulted in **245** patients accessing vital healthcare services and resources.

Throughout the season, the MSFW team facilitated over **300** internal referrals, connecting patients with medication delivery services, transportation assistance, health education, and specialty care, including dental and behavioral health services. Additionally, over **50** farmworkers received free flu vaccinations, furthering our commitment to preventative care within this population.

As part of a collaboration with ECU-NCSU, the team assisted in the 2024 Farmworker Digital Skills Survey, which aimed to assess and improve farmworkers' access to digital tools and internet-based services. This initiative demonstrates our dedication to exploring innovative ways to meet the needs of the communities we serve.



RCCHC's efforts were recognized nationally when the organization received the Best Migrant Health Center Award at the 2024 National Health Center Association (NHCA) conference. Gabriela Alfaro and Brayan Madero, key members of the MSFW team, proudly accepted this prestigious honor on behalf of RCCHC.

These accomplishments highlight RCCHC's ongoing commitment to addressing the unique challenges faced by farmworkers and ensuring equitable access to high-quality healthcare services.

# PEDIATRICS



This year, our Pediatric Team provided care to **8,258** pediatric patients at Ahoskie Comprehensive Care, reflecting our commitment to delivering high-quality healthcare to the youngest members of our community.

To enhance patient care, three clinical staff members earned certifications as Lactation Educators, supporting families in achieving their breastfeeding goals, while two staff members became certified basic life support instructors, further strengthening our emergency care capabilities.

We were delighted to welcome Susan Hoggard, CPNP, and Ursula Sutton, FNP, to our pediatric team, expanding access to care and expertise within our department.

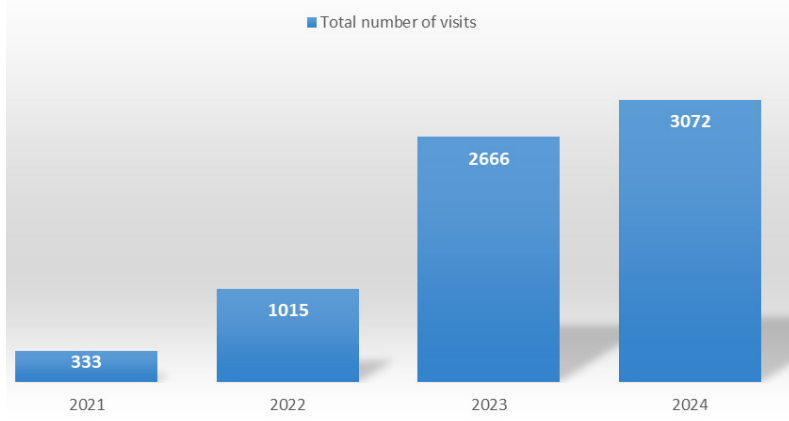
In alignment with our mission to promote early childhood development, we introduced the Prescription for Play program, delivered during well-child visits to encourage play and cognitive growth for children aged 18–36 months. Additionally, we created a new Pediatric Triage Nurse position to improve patient access and streamline care coordination.

# QUALITY

In 2024, our health center made remarkable strides in improving the quality of care for our patients. By standardizing our screening tools and workflows, we achieved a significant increase in Social Determinants of Health (SDOH) screening rates. In January 2024, only **19** screenings were completed, but by September, that number had soared to an impressive **1,507**. This improvement highlights our dedication to identifying and addressing the broader factors impacting our patients' health.

Our commitment to providing effective and timely care is further reflected in the steady improvement of our diagnosis resolution rates over the course of the year. Furthermore, our focus on hypertension management has yielded outstanding results, with our Blood Pressure Control measure maintaining an impressive **82%**—well above our target. These achievements underscore our dedication to delivering exceptional, data-driven care that meets the needs of our community.

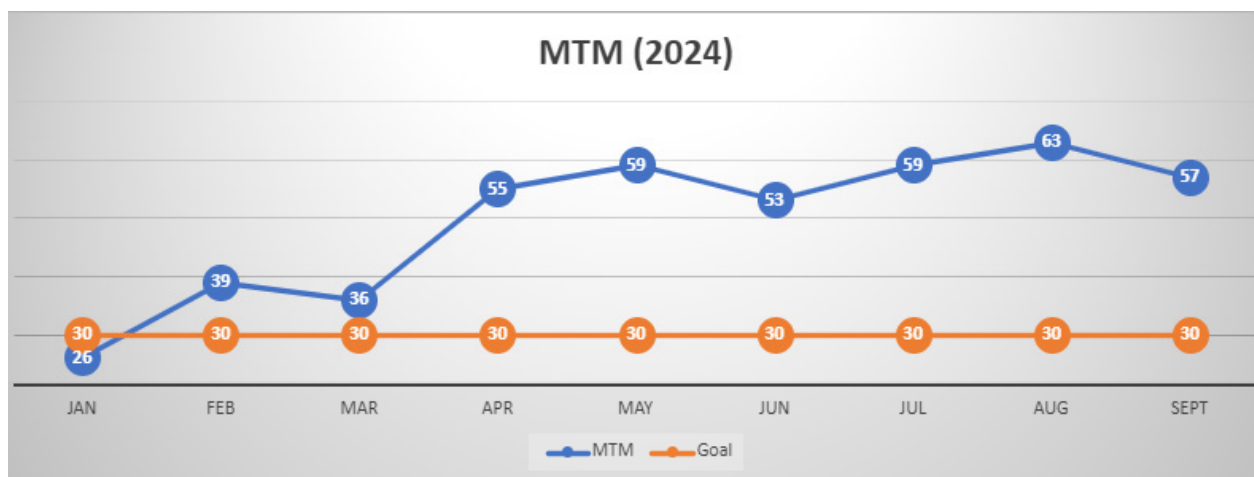
### Medicare Wellness Visits Over the Years



Preventative care also remained a top priority, as evidenced by the completion of **3,072** Medicare Wellness Visits in FY 2024. These visits play a critical role in promoting long-term health outcomes and patient engagement.

Additionally, our Medication Therapy Management program consistently exceeded its goals every month since February, demonstrating the success of our efforts in optimizing medication use and improving patient safety.

### MTM (2024)





# PROVIDERS



This year, RCCHC providers demonstrated their unwavering commitment to the community by supporting victims of the Hurricane Helene, offering vital care and assistance during a time of great need. The organization also welcomed Dr. Joshua Evans as its new Chief Medical Officer, bringing fresh leadership and expertise to our team.

In 2024, Dr. Colin Jones earned the News Herald Front Page Award, highlighting the excellence of RCCHC's providers.

We were also excited to expand our team with the addition of several new providers: Jordan Conner, NP; Carla Eure, NP; Ursula Sutton, FNP; Charles Hill, NP; Whitley Lawrence, NP; and Kelby Harrup, PA-C. Their expertise and passion for patient-centered care enhance RCCHC's ability to serve our communities and fulfill our mission.



# OUR TEAM

---

# OUR PROVIDERS

ALAN GODDARD, PA-C

BROOKE HUNTER, DO

CARLA DEE COOPER EURE, NP

CATHERINE GRIMES, NP

CHARLES DONALD HILL, NP

CHARLENE ANNE BROWN, NP

CHRISTINA GRIFFITHS, NP

COLIN JONES, MD

DANH PHAM, DO

FLORA DANQUAH, MD

GENIENE JONES, MD

GILBERTO NAVARRO, MD

JAMANDE JONES, MD

JASPAUL "JAMES" DHANOTA, MD

JORDAN ALEXANDRA CONNER, NP

JOSHUA EVANS, MD

KAREN BRIXON-HOLLOWAY, NP

KATINA ELEY-HARDY, PA-C

KATHRYN ANN LESIEWICZ, NP

KELBY HARRUP, PA-C

MACKENZIE L. WILSON, NP

MARY CHESTER MORGAN WASKO, MD

MICHAEL ALSTON, MD

MORGAN ARRINGTON, PA-C

NANCY HARRELL BAKER, NP

RACHNA PATEL, MD

ROBERT LEE VENABLE, MD

SAIMA SHAWL, MBBS

SUSAN TAYLOR HOGGARD, NP

TERESA LANIER MORRIS, NP

TIMOTHY JOHN MCGRATH, MD

URSULA KNIGHT SUTTON, FNP

VIJAY RAMARAJU DHOOPATI, MD

WHITLEY LAWRENCE, NP

# OUR BOARD OF DIRECTORS

Our Board of Directors plays an instrumental role in guiding the mission and vision of our organization. Composed of passionate and dedicated individuals, the board provides invaluable leadership and oversight to ensure the success of all RCCHC sites. Their tireless commitment extends beyond governance, as they advocate for community health, support strategic initiatives, and champion policies that enhance access to care for our patients. From addressing complex healthcare challenges to fostering innovative solutions, the contributions of our Board of Directors are integral to RCCHC's ability to deliver high-quality, patient-centered care across the region. We are deeply grateful for their unwavering dedication to improving the health and well-being of the communities we serve.



**DEBORAH MORRISON**  
Board Chair



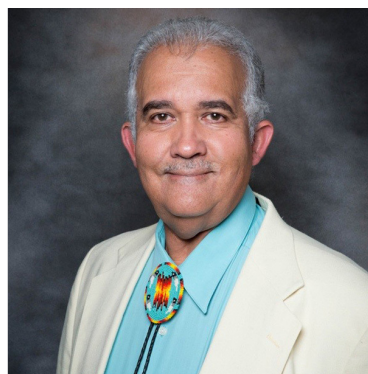
**SHEILA PORTER**



**LILLY OWENS-WHITE**  
Advocacy Committee Chair



**VIOLA VAUGHAN-HOLLAND**  
Development Committee Chair



**TERRY HALL**  
Board Secretary/Quality  
Improvement Committee Chair



**PAULIQUE HORTON**  
Board Treasurer/Finance  
Committee Chair





**SHEILA VAUGHAN ELEY**

Board Vice Chair



**LYNN LANE**

Governance Committee Chair



**ANDRE LASSITER SR.**



**CLIFF SMITH**



**ERIKA PAGOLA**



**SANDRA WOODARD**



**CHRISTOPHER SUMMER**



# OUR EXECUTIVE TEAM



**LASHUN HUNTLEY**  
Interim Chief Executive  
Officer



**STEPHANIE WROTEN**  
Chief Operating Officer



**DR. JOSHUA EVANS**  
Chief Medical Officer



**JIM POWERS**  
Chief Human Resources  
Officer



**ANGIE KENT-MITCHELL**  
Chief Pharmacy Officer



**BRITTANY PIERCE**  
Chief Nursing Officer



**DR. MICHAEL J. ADAMS**  
Interim Chief Dental Officer



**JEFF HOWARD, CPA**  
Chief Financial Officer

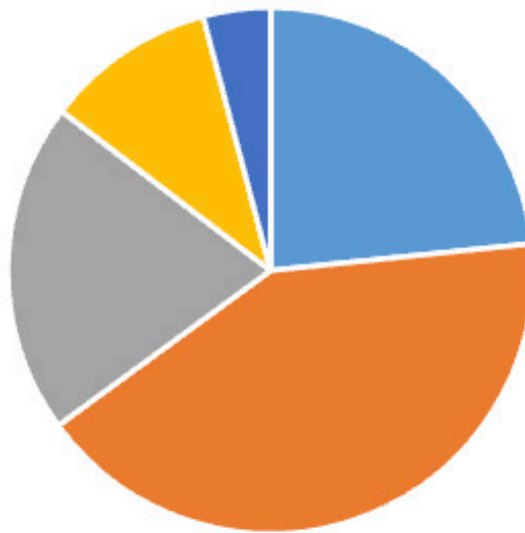
# OUR DATA

---

# PATIENT DATA

SERVED **17,645** PATIENTS IN  
2024 WHO HAD **58,131** VISITS  
ADMINISTERED **12,700** IMMUNIZATIONS

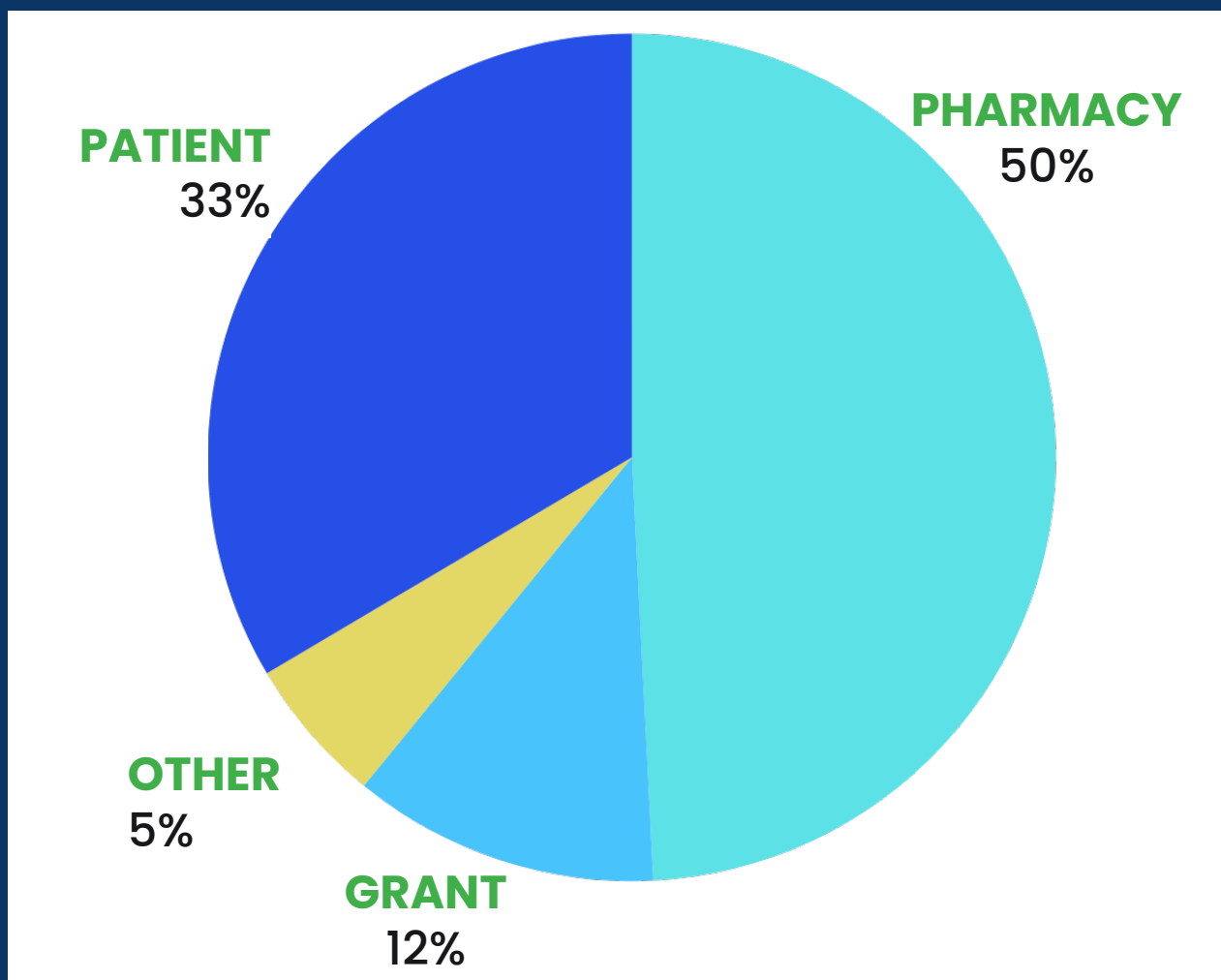
Patient Payer Breakdown



■ Medicaid ■ Medicare ■ BC/BS ■ Third Party ■ Self Pay

# FINANCE

## RCCHC REVENUE SOURCES



**36** DAYS CASH ON HAND — CURRENT RATIO: **2.13**

# POPULATION HEALTH

In 2024, RCCHC demonstrated significant progress in meeting Value-Based Contract performance measures, achieving 61% performance at or above target levels, a marked improvement from 2023. The largest gains were observed in the following areas:

- Hypertension Medication Adherence
- Hypertension Control
- Childhood Combination 10 Immunizations

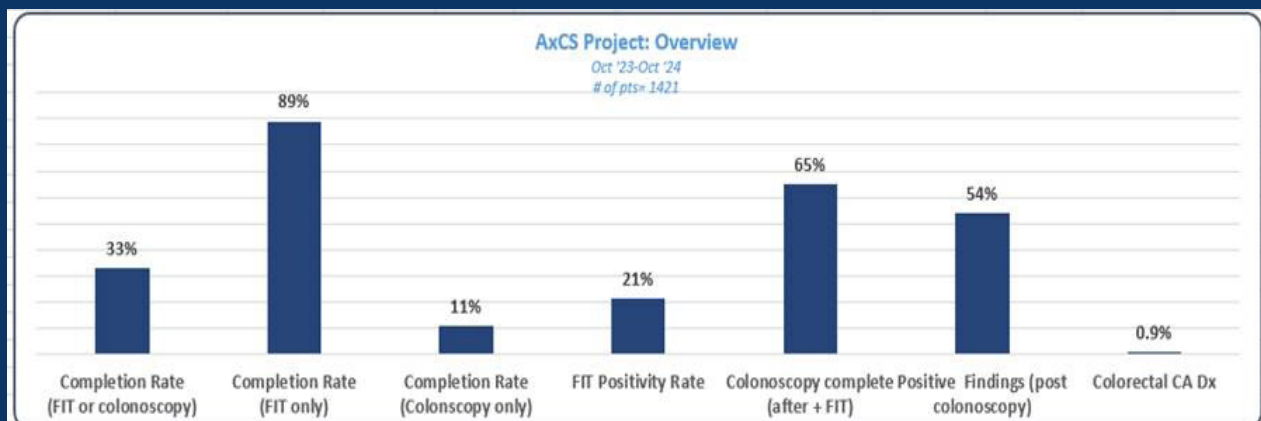
## Accelerating Cancer Screening Initiatives

RCCHC's efforts to improve colorectal cancer (CRC) screening outcomes were bolstered by HRSA's Accelerating Cancer Screening (AxCS) Moonshot Grant, in partnership with the UNC Lineberger Comprehensive Cancer Center. Key highlights include:

- Over 1,400 FIT kits mailed, with a 33% completion rate.
- Of those completed, 21% yielded positive results, and 65% of patients with positive screens successfully underwent colonoscopy.
- A record CRC UDS performance score of 60%, surpassing 2023's score of 57.3%.

Targeted efforts to address health disparities:

- 52% screening completion rate among Black/African American patients
- 43% completion rate among male patients
- 10% completion rate among uninsured patients





## Enhancing Patient Access and Equity

This year, RCCHC focused on increasing screenings among Black/African American patients. RCCHC partnered with UNC's Southeastern Consortium for Lung Cancer Health Equity to implement the HEALS (Health Education Approach for Lung Screening) project, enhancing patient navigation services.

Through the TRIP program, RCCHC provided transportation for approximately 275 patients, facilitating over 1,850 transports to medical and non-medical services such as PCP and specialty appointments, pharmacies, and food access points.

## Expanding Holistic Patient Services

This year we were able to introduce the Fruit & Vegetable Prescription Program, adding an innovative service to RCCHC's offerings. In 2024, the program distributed over \$12,100 in Fruit & Vegetable Prescription Vouchers to eligible Healthy Opportunities Pilot (HOP) patients, promoting access to nutritious food.

These efforts reflect RCCHC's commitment to delivering equitable, patient-centered care and addressing critical health disparities across the communities we serve.



# EMPLOYEE DATA

**5.5** YEARS ANNUAL TENURE

**75** NEW HIRES IN 2024

**80.56%** RETENTION OVER 2024

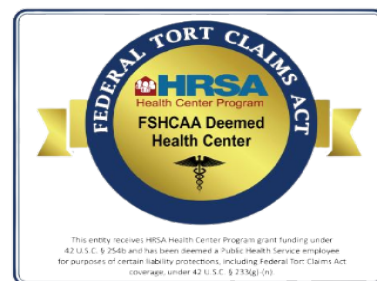
**51.3%** EMPLOYEES BELONGING TO AN UNDERREPRESENTED GROUP

**4.78%** INCREASE OF EMPLOYEES FROM 2023 -2024

# OUR ACHIEVEMENTS

---

# OUR AWARDS



# AULANDER DENTAL PROGRESS



This year, RCCHC's Dental Department has made incredible strides toward enhancing access to oral healthcare in our community. The construction of our state-of-the-art dental facility is nearing completion, with doors scheduled to open in 2025. Once operational, the center will provide a wide range of essential dental services, including dental cleanings and exams, tooth-colored fillings, crowns (caps), extractions, and dentures. These efforts mark a significant milestone in our commitment to addressing the oral health needs of the communities we serve and ensuring comprehensive, quality care for all.



# RCCHC CELEBRATES NATIONAL HEALTH CENTER WEEK

On Friday, October 4, RCCHC hosted a vibrant community celebration, drawing an incredible turnout of **70** attendees, including 33 dedicated volunteers—far surpassing the 17 initially signed up. Notably, **77.6%** of those in attendance were RCCHC patients, demonstrating the deep connection between our organization and the community we serve.

The event featured **13** informational tables, providing resources on topics such as voter registration, Medicaid expansion, dental health, and colorectal health education. Guests of all ages enjoyed engaging activities, including jump ropes, hula hoops, an obstacle course bounce house, and live music. Fletcher White entertained the crowd with well-known songs, while the Hertford County High School marching band surprised attendees with an energetic performance.

To further support our community, departing attendees received fruits and vegetables for their homes, courtesy of RCCHC's Food Bank and the Food Bank of the Albemarle. This event was a joyful celebration of health, wellness, and community connection, embodying RCCHC's commitment to fostering a healthier future for all.





# RCCHC ADVOCATES FOR 340B ON CAPITOL HILL

In 2024, members of RCCHC's Executive Team and Pharmacy Department attended the National Association of Community Health Centers (NACHC) conference in Washington, D.C. During this impactful event, the team visited Capitol Hill to meet with North Carolina representatives, including Congressman Don Davis. These crucial discussions centered on advocating for community health centers and emphasizing the importance of protecting the 340B Drug Pricing Program. By engaging directly with policymakers, RCCHC reinforced its dedication to ensuring the sustainability of programs that enhance access to affordable medications and healthcare services for underserved populations.





# SENATOR TED BUDD VISITS AHOSKIE COMPREHENSIVE CARE

In 2024, Senator Ted Budd visited RCCHC's Ahoskie Comprehensive Care site, where he gained firsthand insight into how community health centers serve as a vital part of the healthcare system by providing high-quality care to both insured and uninsured patients. During his visit, RCCHC staff showcased the comprehensive services offered and the critical role community health centers play in ensuring access to care for underserved populations. Staff also took the opportunity to educate and advocate for the importance of upcoming healthcare policies essential to sustaining the operations of community health centers. These discussions emphasized the need for continued legislative support to ensure RCCHC can further its mission to serve the community and address ongoing healthcare challenges.



# RCCHC HOSTS INAUGURAL UNC PHARMACY INTERNS

In the summer of 2024, RCCHC welcomed its first UNC Pharmacy interns, Kyle Endsley and Zach Vera. Over six weeks, they gained comprehensive, hands-on experience in both pharmacy operations and community health initiatives, under the guidance of Pharmacy Director Casey Liverman and Workforce Development Coordinator Ja'Queta Gatling.

The interns' training covered core competencies, including pharmacy law, medication safety, billing and reimbursement, inventory management, and quality assurance. Beyond the pharmacy, Kyle and Zach engaged in patient outreach, medication reconciliation, and collaborative healthcare projects, contributing to the early implementation of clinical pharmacy services at RCCHC.

Their innovative ideas and collaborative spirit left a lasting impact, enhancing patient care and laying the foundation for future pharmacy-driven care models. This inaugural program reflects RCCHC's commitment to fostering educational partnerships and investing in the next generation of healthcare professionals, solidifying a bridge between academic learning and community-focused care.





# RCCHC SUPPORTS LOCAL COMMUNITY THROUGH FOOD BANK OUTREACH

RCCHC proudly partnered with the Albemarle Food Bank to address food insecurity and support community health. Each month, RCCHC staff volunteered to distribute nutritious food baskets to those in need. Through this collaboration, we assisted **1,648** households, reaching a total of **3,224** individuals, including **583** children and **1,391** seniors aged 65 and older. By providing consistent access to healthy food, RCCHC reinforced its commitment to improving overall wellness and reducing barriers to essential resources for our community members.



# RCCHC PROVIDERS EARN TOP HONORS IN LOCAL AWARDS

In 2024, RCCHC proudly celebrated the recognition of three of our exceptional providers in the Roanoke-Chowan Herald Best of the Roanoke-Chowan Contest, which garnered over 30,000 votes this year. These accolades highlight the trust and appreciation our community has for RCCHC's providers and their relentless dedication to improving lives.



CHRISTINA GRIFFITHS, FNP,  
Best Doctor, Winner



DR. JAMANDE JONES, MD,  
Best Pediatrician, Winner



SUSAN HOGGARD, FNP,  
Best Pediatrician, Runner-up

# OUR SERVICES



Primary Care

Pediatrics



Lab Services

Pharmacy Services



Medication  
Assistance  
Program

Diabetes  
Education



Agricultural  
Worker  
Outreach

Behavioral  
Health Services



Substance  
Abuse  
Services

Care  
Management  
Services




Telehealth  
In-Home  
Monitoring


Dental Services







**Murfreesboro Primary Care**  
**305 Beechwood Blvd.**  
**Murfreesboro, NC 27855**  
**Phone: 252-398-3323**



**Woodland Primary Care**  
**108 W. Main St.**  
**Woodland, NC 27897**  
**Phone: 252-587-3511**



**Ahoskie Comprehensive Care**  
**120 Health Center Dr.**  
**Ahoskie, NC 27910**  
**Phone: 252-332-3548**



**Colerain Primary Care**  
**109 W. River St.**  
**Colerain, NC 27924**  
**Phone: 252-356-2404**




**RCCHC Mobile Medical**  
**Clinic**  
**253-332-3448**  
**EXT. 7050**



**School-Based Health Center**  
**1850 Hwy 11 North**  
**Murfreesboro, NC 27855**  
**Appointments:**  
**252-332-3548**



**Creswell Primary Care**  
**9500 NC Highway 94 N,**  
**Creswell, NC, 27928**  
**Phone: 252-797-0135**



**RCCHC Pharmacies**

**ACC Pharmacy**  
**252-862-4928**

**CPC Pharmacy**  
**252-356-1377**