

Health inside. Welcome in.
truecareTM

2020

ANNUAL REPORT

CO

VICTORIOUS

How we triumphed together.

MISSION

Our Mission

To improve the health status of our diverse communities by providing quality healthcare that is comprehensive, affordable, and culturally sensitive.

Our Vision

TrueCare will be the premier healthcare provider for diverse communities in San Diego County and the Inland Empire, characterized by an exceptional patient experience, comprehensive and integrated services, and innovative approaches to clinical care, patient service and business operations.

Our Values

Excellence
Integrity
Teamwork
Quality of Care and Services
Innovation
Stewardship

2020 Senior Leadership Team

Our TrueCare Senior Leadership Team, along with our President & CEO, Michelle D. Gonzalez, bring their diverse set of skills and talent to TrueCare each day to fulfill our mission. These leaders consistently and strategically work to position TrueCare as a healthcare leader in all of the communities we serve.

Michelle D. Gonzalez, President and CEO

Dr. Marie Russell, Chief Medical Officer and COO

Kathy Martinez, Chief Financial Officer

Andrea Lewiston, Chief Human Resources Officer

Tracy Elmer, Chief Innovation Officer

Briana Cardoza, Chief Business Development Officer

Teresa Therieau, VP of Operations

Dee Elliot, VP of Finance

Amy Ventetuolo, VP of Marketing and Development

Cathy Sakansky, VP of Quality, Risk and Care Management

Dr. Denise Gomez, Associate Medical Director

Robin Bradley, Compliance Officer

2020 Board of Directors

Nearly 70% of our Board members are TrueCare patients. This team of passionate men and women share their unique perspective as patients and industry leaders to help guide our success, while ensuring we continue to provide quality services.

Donald Stump, Chair

Carmen Amigon, Vice Chair

Victor Botello, Secretary

Harriet Carter, Treasurer

Adriana Andrés-Paulson, Most Recent Past Chair

Andrés Martin

Craig Jung

Dulce Benetti

Karen Pearson

Maria Orozco De La Cruz

Mike Michaelson

Russell Riehl

Walt Steffen

COLLABORATIVE

Passionate, inclusive and engaged.



A Year to Remember

As I look back on TrueCare's journey during 2020, I reflect on what a trying but ultimately gratifying year it was. Although every day seemed to bring new and unexpected challenges, TrueCare stood strong and remained a safe harbor for our patients, providing the best possible access to our healthcare services despite the stay-at-home order. Day after day our courageous providers and staff demonstrated their unwavering commitment to our patients, their families, and the communities we serve.

The COVID pandemic also propelled us to innovate at lightning speed. We expanded our telehealth (virtual visits), implemented new safety and cleaning protocols at our health centers, and collaborated with our partners to increase food distributions and our presence in the community. As TrueCare embarked on these and other initiatives, I began serving as Interim President & CEO. In April, the Board of Directors appointed me as our new President & CEO, a position I am honored to serve.

My first priority was to ensure TrueCare stayed the course for our patients and staff, but I quickly realized we needed to push the organization to new heights. Working together, we went above and beyond in many ways, from launching a new technology initiative—OCHIN's Epic Electronic Health Record (EHR), which provides an entirely new, more holistic patient experience—to a complete organizational rebrand. Our new brand, TrueCare, represents far more than just a name change or vibrant logo; it captures the heart of our mission and the essence of who we are. It's our promise to serve as a caring, compassionate partner on your journey to greater health. Our new motto says it all: *Health Inside. Welcome In.*

We also renewed our efforts to end the social and health inequities that exist in our communities of color. TrueCare was born out of the civil rights movement, with the goal of bringing quality care and health equity to the national stage to create change. 50 years later we're still fighting to make this a reality, but our work is far from over. Until we achieve equal access for everyone, we will continue to bring awareness and change to our work each day.

This year's Annual Report is one of courage and resilience in the face of daunting challenges. The significant number of lives lost from COVID created a deep and abiding grief in all of us, yet we can be encouraged by the thousands we did save, the countless needs we helped meet, and the new ground we gained together. We refused to surrender when we saw need. We never allowed the virus to steal our spirit. We rose to be victorious. And together we emerged **COVICTORIOUS**.

We welcome you in to our story.

With heartfelt gratitude,



Michelle D. Gonzalez, MPA
President & CEO, TrueCare



“2020 challenges required courage, leadership and action. We faced them head-on and together we ended up stronger.”

Michelle D. Gonzalez, MPA
President & CEO

Together We Are
COURAGEOUS



COVICTORIOUS

Thank You for the Opportunity to Make a Difference

COVID-19 made 2020 a year of unprecedented change and disruption. And yet, despite the pain and suffering we all experienced, the year was also marked by perseverance, renewed strength and hope.

The thousands of patients we serve—many of whom already contend with barriers to access—relied on TrueCare to continue delivering safe, affordable, quality care. Thanks to the tireless work of our brave and talented doctors, providers and care teams, we were able to fulfill that need as the trusted partner our communities have counted on for generations.

As Board Chair, I had a front row seat to the vital work and many successes TrueCare accomplished in 2020. Most importantly, we hired a new President & CEO, Michelle D. Gonzalez, from within the ranks of our talented and dedicated executive staff. Michelle's knowledge, expertise, unique understanding of the community we serve and passion for healthcare, made her a perfect choice during a challenging time.

By elevating our brand, and implementing technological advancements as well as expanding our virtual health program, we ensured the underserved in our communities knew where to turn for quality, affordable care. Through it all, we never allowed the disruptive and devastating nature of the COVID pandemic to define who we are.

This year concludes my tenure as Board Chair of TrueCare. I am very proud and truly humbled to have served as a Board of Director these last seven years alongside some of the most extraordinary and passionate community leaders, volunteers, and healthcare professionals.

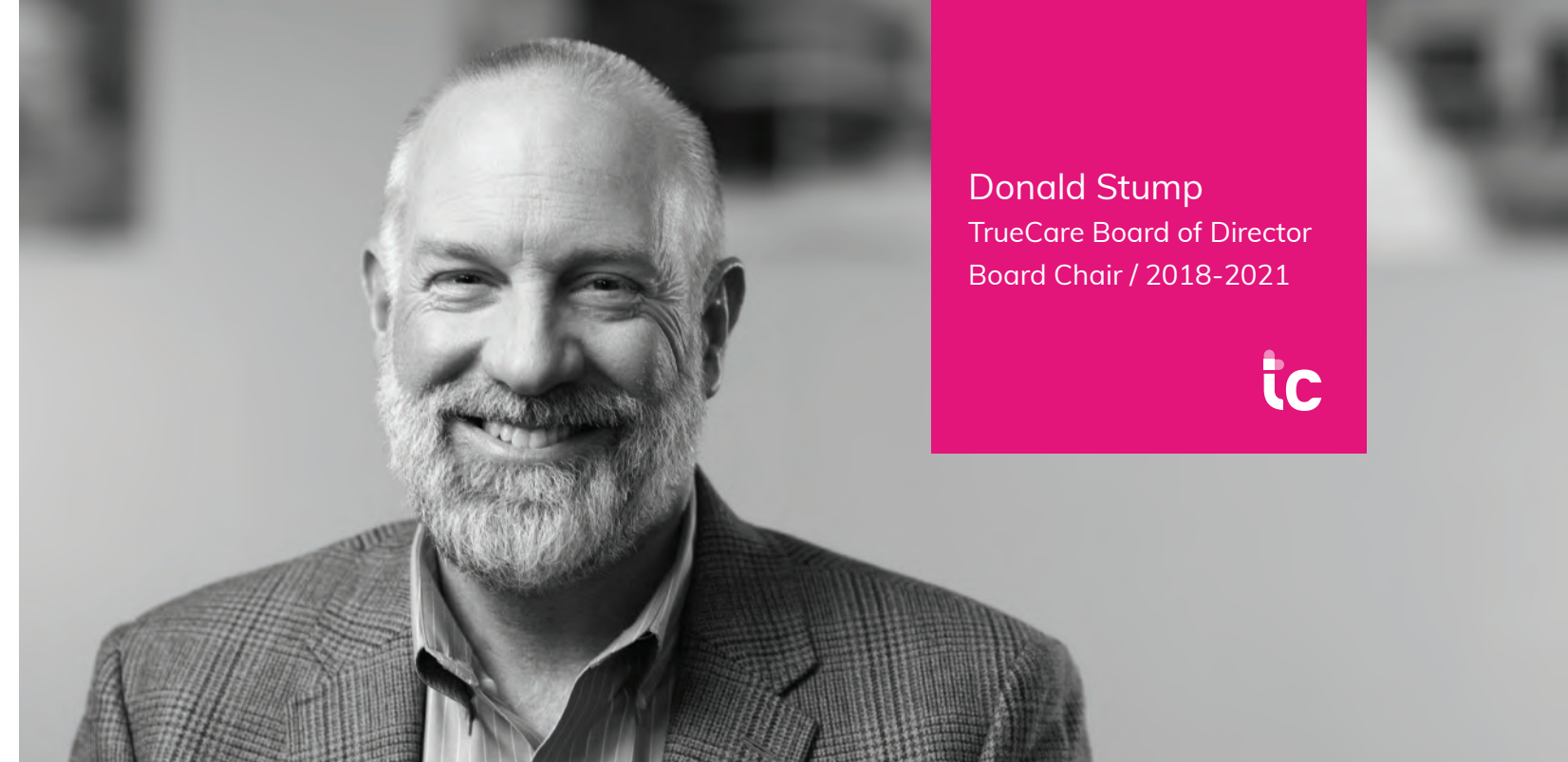
Together, we remain dedicated to supporting TrueCare's mission of providing affordable care to all who need it, and have the utmost confidence in our ability to continue thriving as a healthcare leader for Southern California. The next few years will be an exciting time for TrueCare as we grow to new heights to meet the increasing healthcare needs of our patients in the communities in which we live, work and partner.

With sincere gratitude,

Donald Stump

TrueCare Board Chair

Executive Director, North County Lifeline



A Tribute to Dedication, Inspiration and Leadership

As we reflect on Don's time as TrueCare's Board Chair since 2018, we want to recognize and celebrate his many contributions as he transitions into a new role on the Board of Directors. Admired by his peers, Don's service has left a lasting and memorable impression. To commemorate his extraordinary leadership during the pandemic, he was bestowed with the 2020 Walt Steffen Leadership Award, an honor given annually by a majority vote of the Board of Directors.

Just a few of the heartfelt sentiments shared by his colleagues:

“ Don has been an inspiration, a true servant leader. He's enthusiastic, ethical and kind, and values individual voices, styles and experiences. I'm truly grateful to have served as a director under his leadership.

I learned a great deal from you and value your leadership skills.

It's been a pleasure to work with you during some really challenging times.

Don is an inspirational leader, he's not only knowledgeable and competent but he's full of heart. It's a pleasure to serve with him.

Don never takes the easy road. He skillfully led our Board while running his own non-profit and serving on many committees locally and statewide. We could not have had a better leader as our Board Chair.



We faced
challenges
together.



CO

VICTORIOUS

How we triumphed together.

Powered by vision-driven leadership and extraordinary teamwork, we met each day with courage and compassion while facing unprecedented challenges with relentless determination. With support from our community, we persevered through times of fear and uncertainty, and **together we emerged victorious.**

COMPASSIONATE



com-pas-sion-ate; feeling and showing sympathy and concern for others

Being compassionate means, you care. At TrueCare that means putting others first—our patients, our community and our TrueCare family. Driven by our mission we continue to provide culturally sensitive, patient-centered care for all.

COLLABORATIVE



col-lab-o-ra-tive; working together in alignment

At TrueCare, teamwork, relationship building, and being open to new ideas are part of our DNA. 2020 reinforced the importance of these values as we continue to work towards our common goal—a healthy, vibrant community.

CONNECTED



con-nect-ed; having meaningful relationships based on mutual experiences

We take an active role in our community, always striving to strengthen our relationships inside and outside the organization. This includes adopting virtual visits and other innovative approaches to stay connected with our patients.

COURAGEOUS



cou-ra-geous; showing strength, purpose and bravery

2020 presented us with daunting challenges. With courage and flexibility our providers and staff bravely continued to serve our community despite the risk. We're proud to recognize the successes of our awesome heroes.



COVICTORIOUS

2020. A Year of Unprecedented Challenges.

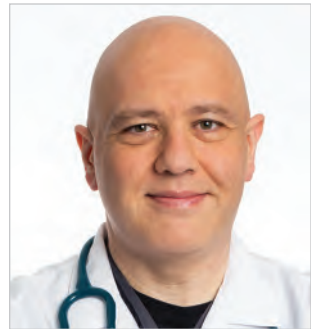
This was a year of mixed emotions. A deeply tragic and challenging period in human history as the pandemic took over our lives. However, as the year progressed, we saw the best in humanity emerge.

Unlike anything we've ever experienced in our lifetime, COVID-19 affected every aspect of our lives. Seemingly overnight, stay-at-home orders, social distancing, and facial masks became the new normal.

Taking swift action, we turned our San Marcos QuickCare facility into a COVID testing site. Dr. Devarshi Nath and Nurse Practitioner Rami Fodda's heroic efforts led the charge, and we immediately began testing patients. Despite fear and apprehension, they donned personal protective gear and suited up every day—tirelessly serving our community.

As the pandemic unfolded, TrueCare responded by opening more COVID testing centers to increase accessibility. Our efforts included establishing and communicating safety protocols to protect our patients and staff, offering virtual appointments and continuing to provide in-person care.

“



I was inspired by the TrueCare team's ingenuity in adjusting to new circumstances. As challenges unfolded and new protocols were implemented, we adapted quickly to provide the best care for our patients.

Rami Fodda, FNP,
San Marcos QuickCare



Working with patients every day, the pandemic didn't seem historical. It was only in those rare moments that I had a chance to step back and grasp the full magnitude of the COVID virus.

Devarshi Nath, MD,
Lead Physician,
San Marcos QuickCare

Standing up to COVID's devastating impact required courage, leadership and action. Together we faced monumental challenges and ended up stronger.

”



3
COVID testing sites

3,345
COVID tests

COURAGEOUS

Junior Tamayo, Lead Medical Assistant, San Marcos QuickCare

“Working on the frontline affected me in ways I didn't expect. The risk turned out to be much greater than anticipated, and I quickly developed a healthy respect for the virus, learning not to take it lightly.

I had to become more adaptable to deal with the unpredictable workflow and continuous changes and was driven to elevate my communication and leadership skills.

I have grown as a person and medical professional as a result of the experience.”

Christian Cueller, Medical Assistant, San Marcos QuickCare

“It means the world to me to be able to help others in their time of need. I felt excited when QuickCare become a testing site and even more when I gave my first COVID-19 test.

After a couple months of assisting providers and nurses in performing the tests, I felt ready and confident when it came my turn to collect samples.

We faced some obstacles, but the pandemic showed me anything is possible with a great team.”





“The people at TrueCare are extremely compassionate. All the help I received from the different departments has made a real difference for myself and our family.”

Amanda Retiz
Patient

COMPASSION

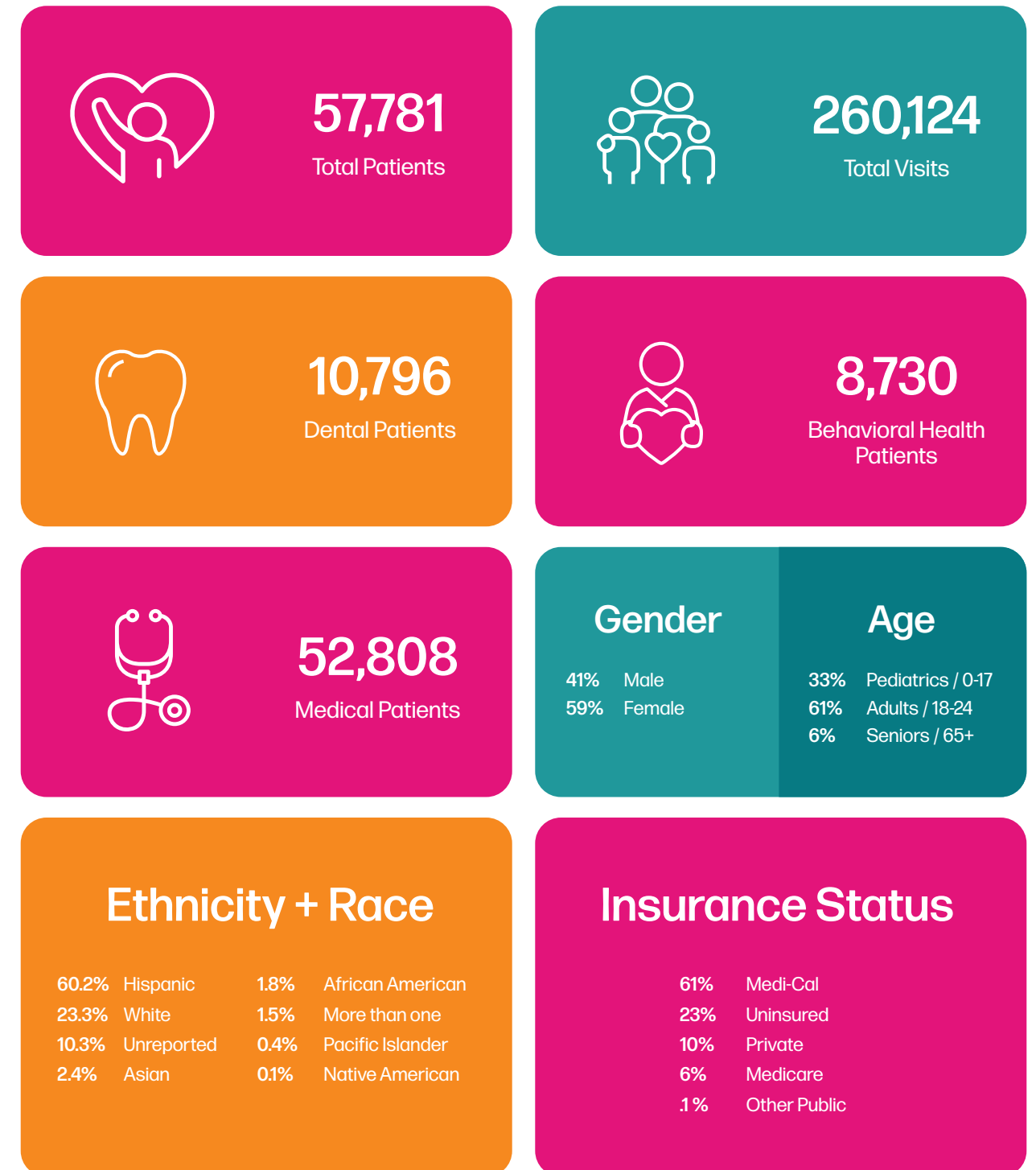
Comprehensive Care for a New Mother

Amanda and Tommy Retiz were preparing to welcome their first child into the world when the COVID-19 pandemic disrupted everyone’s lives. As the world began shutting down, baby Gus decided it was time to make his debut on March 19, 2020.

After delivering with TrueCare’s Women’s Health Services team, Amanda and her family faced many unknowns. Just the thought of leaving the hospital with their new bundle of joy amidst quarantine, lockdown and social distancing orders filled her with fear. However, knowing she had the option for telehealth appointments and seeing the extra measures TrueCare was taking to ensure the safety of patients and staff helped ease her worries.

Amanda also turned to TrueCare’s trusted Behavioral Health services for compassionate care and support. Since the passing of her father years earlier, she had experienced difficulty navigating her new normal. Our caring mental health professionals supported Amanda in many ways. Along with our Women’s Health and Dental services, and our Women, Infant and Children’s (WIC) program, TrueCare provided the services needed to meet her whole health needs.

2020 / Our Patients By The Numbers





Our Healthcare Heroes Soldier On

In 2020, the COVID pandemic stretched TrueCare's staff to its limits. Yet our dedicated healthcare heroes persevered, working tirelessly to provide uninterrupted care to our patients.

The pandemic has been one of the most challenging times to take care of our people. The experience overwhelming and exhausting, coupled with having to furlough some employees, made the challenges even more formidable.

Despite this, we made it through the most difficult times. TrueCare has brought back employees as well as began the process to hire additional staff.

The skills, dedication and courage our healthcare providers displayed throughout the pandemic remind us all why we're so proud to be part of the TrueCare family.

685
average total staff

69
volunteers / interns

82%
staff retention rate

CONNECTED

Out of Crisis Comes Opportunity

TrueCare's Information Technology (IT) department did their part in ensuring staff members were set up to work safely from their homes. Under the guidance and leadership of TrueCare's CIO, Tracy Elmer, the IT team completed the difficult task of setting up nearly **400 employees** with secure remote access within the first month.

Our IT team also partnered with members of our Project Management Office to set up providers with laptops and Zoom accounts to enable telehealth visits for their patients. Their yeoman efforts helped TrueCare offer our patients uninterrupted care. As part of this process, we learned how to leverage technology in new ways to achieve our mission.

Thanks to the hard work of the entire Innovation team and the willingness of our staff and providers to adapt to new methodologies, we believe TrueCare has only begun to realize the potential of technology, telemedicine, and virtual collaboration to increase accessibility to care.

“

Never has the spirit of innovation shined so bright. The ability to pivot quickly to revamp our staff setup and stay connected during the crisis was crucial. It allowed us to stay true to our mission of delivering excellent patient care.

Tracy Elmer, MS, RHIA,
Chief Innovation Officer

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With technology,
we can improve
every step of
the patient care
process to ultimately
improve the patient
experience.

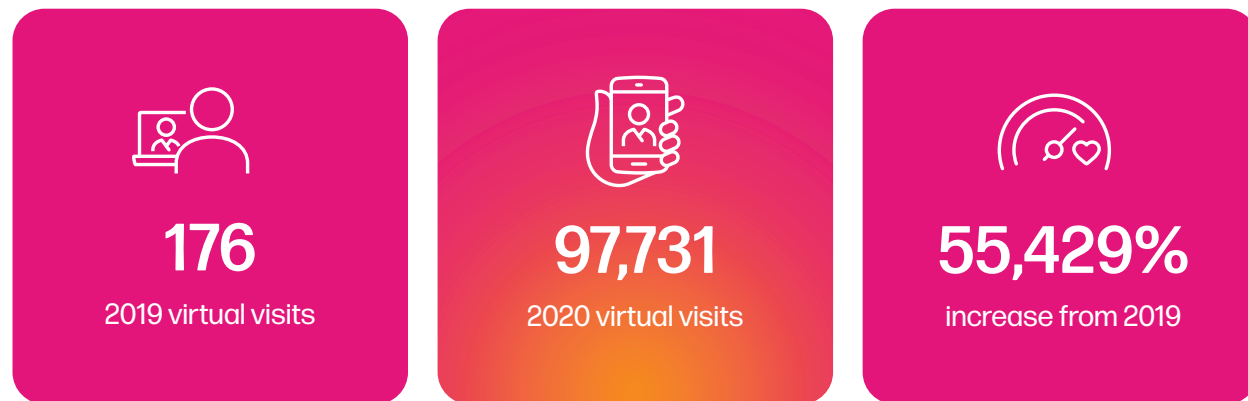


Innovation with Purpose

The safety of our staff and patients during the pandemic was paramount and will continue to be our top priority. TrueCare remains committed to offering quality care to patients when they need it.

This has required adapting to new ways of working. Traditional in-person visits can now be conducted virtually or by phone. Providers and patients learned to use technology they may not have been familiar with. These visits offer a safe, efficient, and often convenient way for providers to deliver our healthcare services.

As we look to the future, virtual health will continue to be an integral part of our core service offering while making it simpler and easier for our patients to use.



“ Telehealth became the perfect solution for our Behavioral Health patients. **Rosita Cortizo, Psy.D, LMFT, MA**

During the pandemic I was hesitant to leave my house, but virtual health allowed me to get my questions answered by my doctor in a timely matter without leaving home. **Thomas Lindert, Patient** ”

#healthforall

Innovation and technology are at the forefront of everything we do.

VIRTUAL HEALTH

We're adapting to change together.

Patient-Centered Care

At TrueCare, our patients are at the heart of all we do. Although 2020 presented unique challenges, we achieved satisfaction rates we can be proud of.

Even while facing the pandemic, we surpassed our already stellar **quality health outcomes**.



Virtual Health

Over 90% of patients were satisfied with virtual visits, 3.5% were more satisfied compared to in-person appointments.



Pediatric Immunizations

Immunizations by 2 years of age increased 7% compared to 2019.



Heart Health

Stats for prevention and treatment of cardiovascular disease improved 1%—achieving our goal.



OB / GYN

93% of babies born at TrueCare had a healthy birth weight—exceeding national and state benchmarks.



HIV Care

HIV linkage to care was at 100%.

11 health centers

600+ dedicated staff

132+ passionate providers

GRATITUDE

We're thankful for the **generous grants** we received to help us get through the various challenges we faced.

In addition to federal funding from the Health Resources and Services Administration (HRSA), TrueCare received several foundation and corporation COVID-19 grants in 2020. TrueCare sincerely appreciates the support from these organizations, as well as all of our generous funders. Their support helps increase our capacity to provide uninterrupted quality care to the communities we serve.

Health Net

In April, Health Net awarded TrueCare a “COVID-19: Telehealth Capacity Support” grant. It strengthened our telehealth program, contributed toward modifying our patient feedback surveys to include telehealth-related questions.

San Diego Foundation

In May, the San Diego Foundation awarded TrueCare a grant from the San Diego COVID-19 Response Fund. We used this funding to increase our sanitation practices and to ensure our medical, dental, and behavioral health patients had access to needed care.

Direct Relief

In May, Direct Relief awarded TrueCare a COVID-19 Response Fund for Community Health grant. It also allowed us to strengthen our telehealth program, increase our sanitation practices, and continue to provide healthcare to our patients.

Delta Dental Community Care Foundation

In June, the Delta Dental Community Care Foundation awarded TrueCare an unrestricted COVID-19 grant. This enabled us to expand our COVID-19 testing to our Ramona Health Center and the surrounding community.

Wells Fargo

In August, Wells Fargo awarded TrueCare a grant that helped increase access to healthcare for our uninsured patients during the COVID-19 public health crisis.





Caring for Our Families



TrueCare’s Women, Infants and Children (WIC) Program has supported new and growing families for over 45 years. WIC provides vital nutrition, education and health resources to pregnant and postpartum women and their families – ensuring they thrive during important times of growth and development.

The COVID pandemic created many roadblocks, but TrueCare’s WIC staff refused to let the virus affect their important work. We shifted from in-person visits to offering support through telehealth—making 2020 busier than ever. The WIC team exceeded their goal by helping over 14,000 participants receive monthly benefits.

TrueCare WIC was one of five California WIC agencies to surpass their goal—a major accomplishment and a testament to the level of care participants can expect from our WIC support services. No matter the circumstances, TrueCare WIC stands ready to provide care with a heart.

“It’s wonderful having an organization like TrueCare in our region that provides quality healthcare and wellness services. This has been as important as ever, given the difficulty the pandemic has had on everyone, especially the underserved communities.”

Supervisor, District 5
Jim Desmond



It Takes A Village

At the onset of the COVID pandemic, we reprioritized our programs and transitioned to fulfilling basic patient needs, especially access to food. Thanks to our strong reputation, our partners helped us get resources directly to patients and communities experiencing new levels of need—enabling us to quickly leverage and expand services and resources.

Our Golden Years program offers a shining example. With the goal of alleviating loneliness and isolation, it provides a safe and supportive environment for Hispanic adults to socialize, learn about available resources, and participate in engaging activities such as art therapy and virtual presentations from community partners.

To overcome the isolation caused by the pandemic, TrueCare and Golden Years members shifted gears and began meeting virtually. Although the experience was different and challenging at times, members remained grateful to have a platform where they could continue to gather.

To ensure those without access to technology could participate in the weekly activities, Community Engagement Specialist, Isaias Sanchez, mailed at-home art kits and other resources to participants so they could benefit from that week’s activities.

In 2021, our goal is to remain agile and collaborative by positioning ourselves to quickly meet needs in real-time.

“TrueCare always goes above and beyond, has kept their doors open to serve, and has consistently extended help to our community. As Mayor, their support means so much to me.”

City of Perris Mayor
Michael Vargas



#healthforall

20 Years of Helping Children Achieve a Brighter Future

Childhood memories often recall summer vacations, playdates with friends, birthday parties, and all the special times spent with family and loved ones. However, the estimated **1 in 5 children in the U.S.** with learning or attention challenges may instead remember the struggles of trying to succeed in school. Academic failure often results in low self-esteem, poor grades, frustration, anxiety, and isolation. TrueCare's **Academic Success Program (ASP)** provides solutions to the challenges underachieving students face.

ASP refers struggling students for testing at a TrueCare location to identify and diagnose the cause of academic underachievement. Diagnosis through the school system can take months, often leaving a child to suffer longer than they should. ASP expedites the process of diagnosing a learning disorder or other issues that may impact learning so the child can receive intervention sooner. Once a child enrolls in ASP, TrueCare providers use state-of-the-art assessments to identify the issue and recommend an action plan for improvement.

ASP has been highly regarded by school districts in North County San Diego for more than 20 years. Through the diligent and passionate work of Dr. Emerito Posadas, a TrueCare Pediatrician since 1991 (pictured right), TrueCare can offer an important service that is not readily available at most doctor's offices.

“



We tackle a lot of the hard questions, and we're able to give insight and tools that empower underachievers to do something about it. The incredible team at TrueCare plays a key role in helping these children and their families to thrive. I sleep better at night knowing we are making a difference in the lives of our families.

Allison Zachry, MD, FAAP,
Lead Float Physician,
Pediatrician

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We're immensely proud of this program – available to students throughout the county. We're helping challenged students achieve academic success.



Emerito Posadas, MD
conducting an assessment with
a TrueCare Pediatric patient.

CONNECTED



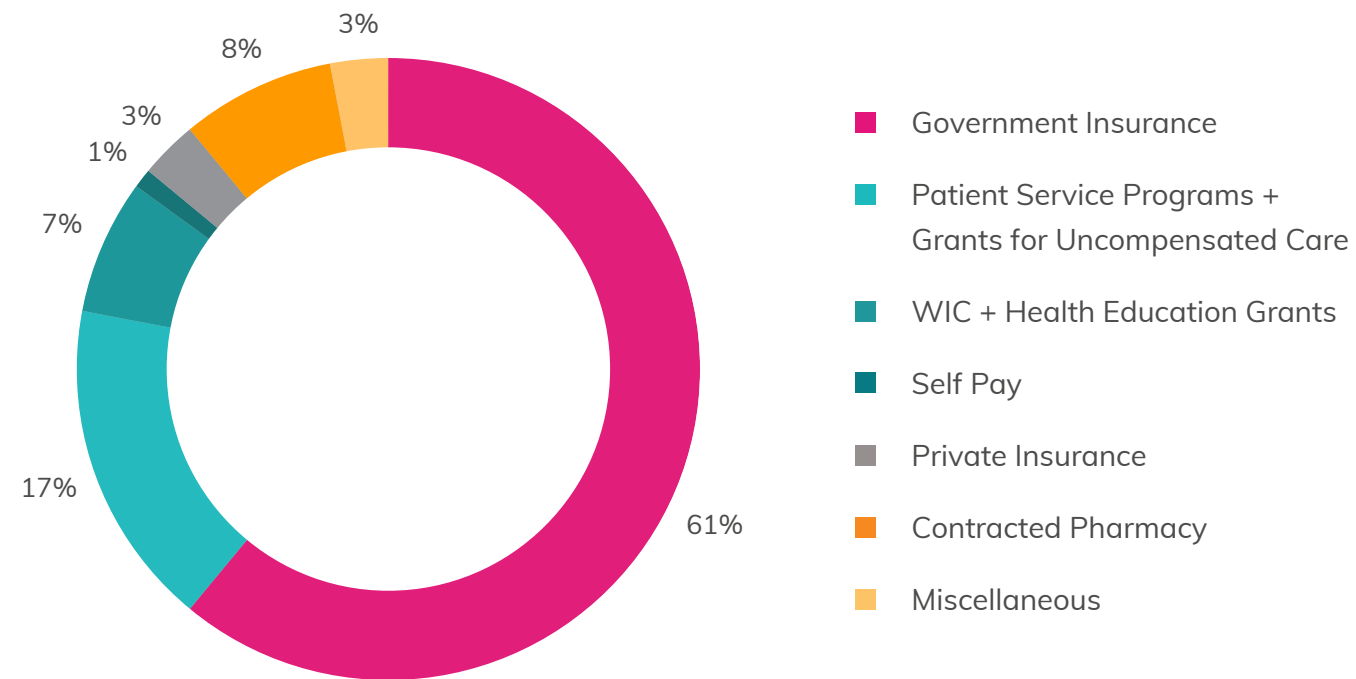
Strong Financial Stewardship

Working through the financial challenges created by the COVID pandemic reinforced the importance of strong financial stewardship during difficult times.

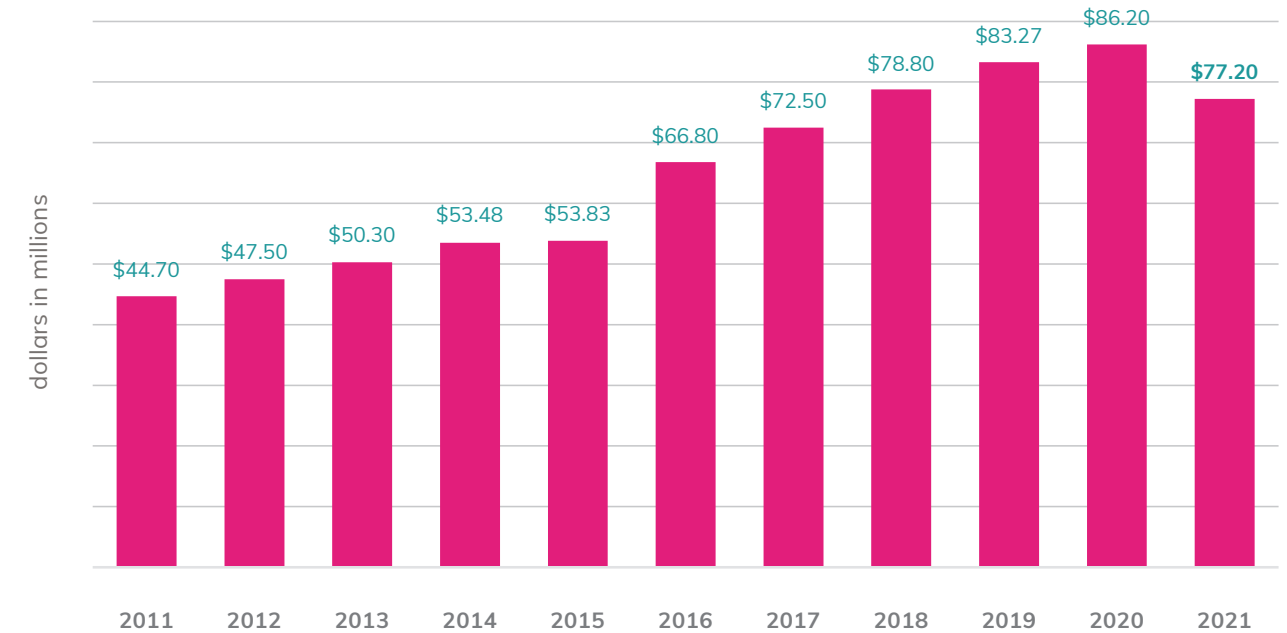
Although our operational budget was impacted, our strong leadership and fiscally conservative business practices enabled us to continue serving our communities – no matter the circumstances.



Revenue



Operational Budget



COMPASSIONATE

New Name, Enhanced Mission

After almost 50 years of serving our community as North County Health Services (NCHS), we knew it was time for change.

In 2020 the TrueCare brand launched with vibrant communications across our community to bring awareness to the new name, new look, and enhanced brand promise.

The TrueCare brand was brought to life with a beautiful new best-in-class website, bold new health center signage, branded scrubs and lab coats, and friendly new patient-facing materials. We also revamped our social media platforms, resulting in a 13% increase in followers.

We reintroduced our Giving Tuesday campaign during the 2020 holiday season, resulting in a 300% increase in donations over last year. These donations benefited our COVID-19 relief efforts and the expansion of our Mobile Unit.

At the heart of our new brand is the same inspired mission and compassionate team of health professionals offering quality care to everyone—regardless of insurance status or ability to pay.

We're proud of our accomplishments and look forward to a bright future.

Awards and Recognition

Healthcare Communicators of Southern California's "Finest Awards 2021"

TrueCare was awarded silver in the Advertising / Ad Campaign category for our rebrand campaign.

San Diego Business Journal's "SD 500"

Our esteemed President and CEO, Michelle D. Gonzalez, was recognized as one of the 500 most influential community leaders in 2020.



TrueCare. A Brand for a New Era.

Our TrueCare Family embraces our new brand...

**Carmel Murphy, MD,
Pediatrician, Encinitas**

"Our new name and brand does a much better job of capturing what we do and our devotion and commitment to the wellbeing of our patients."

Yadira Villegas, LVN, Perris

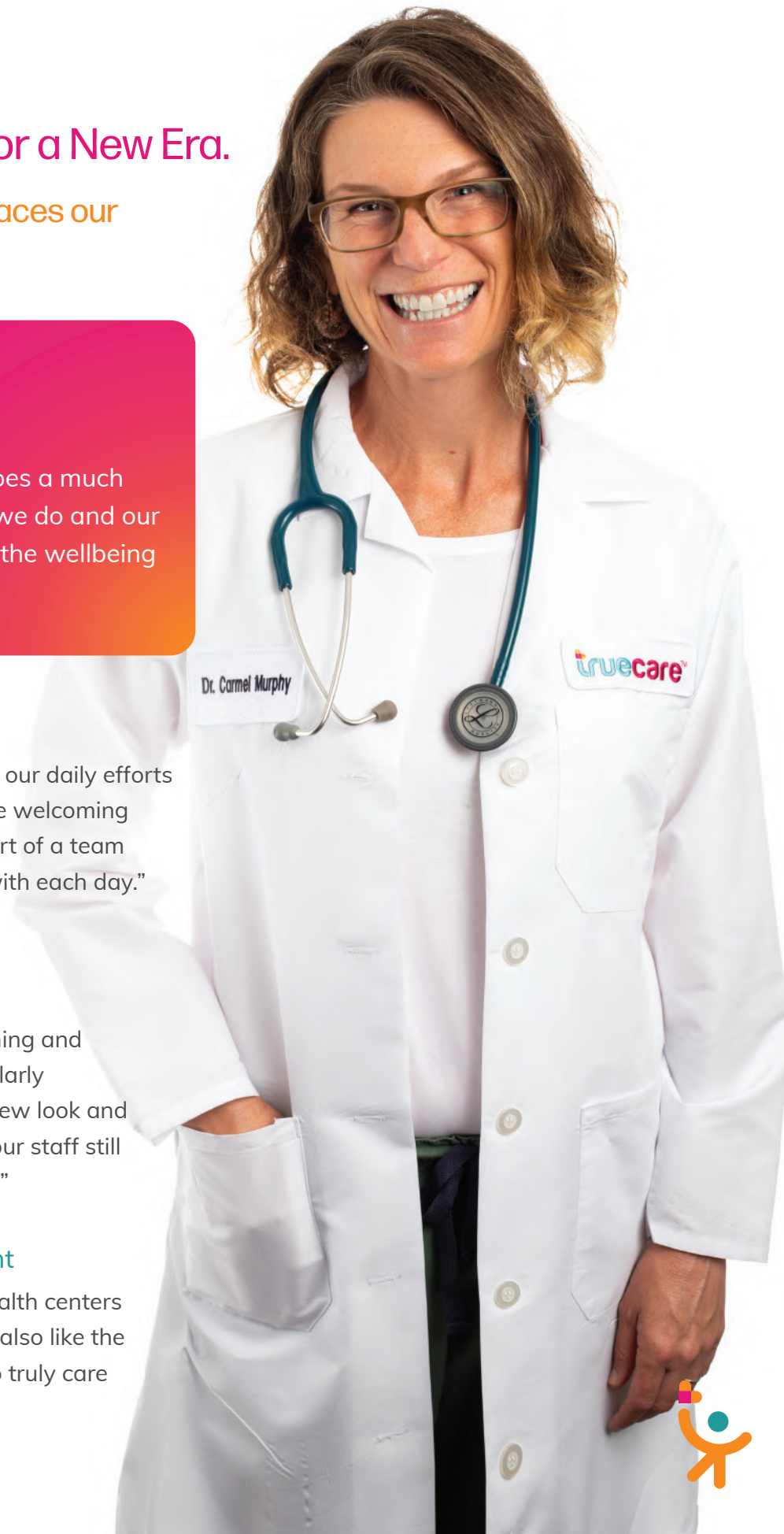
"Our new name really speaks to our daily efforts in making the patient experience welcoming and caring. I'm grateful to be part of a team that I look forward to working with each day."

**Cinthia Sanchez, Medical
Assistant, Perris**

"Our new brand is more welcoming and attracts attention. Patients regularly comment on how they like the new look and colors. They're happy knowing our staff still delivers the same heartfelt care."

Abigail Amigon Cruz, Patient

"I like the new colors and the health centers are brighter and more inviting. I also like the new name because you seem to truly care about your patients."



COVICTORIOUS

50 Years of Heartfelt Care

Life in 1971 was full of historical events. NASA launched the Apollo 15 manned mission to the moon. Amtrak began passenger rail services countrywide. NASDAQ was established in New York City. Walt Disney World welcomed guests for the first time in Florida and "Imagine" was released by John Lennon.

TrueCare (then North County Health Services) began offering much-needed healthcare to our diverse and underserved communities.

As we mark our 50th year, TrueCare celebrates our rich history providing comprehensive compassionate care. From the coast of Encinitas to the inland region of Perris, we've become one of the premier healthcare providers in San Diego and Riverside counties.

Starting with a single mobile unit, then opening our first clinic in 1974, we've grown into a network of 11 thriving health centers making affordable patient-centered care accessible to all.

Half a century later
we're **still growing!**

50 YEARS

Big Year, Big Changes



260,124
patient visits

13,377 new patients in 2020



97,731
virtual visits

176 visits in 2019
55,429% YOY increase



45,009

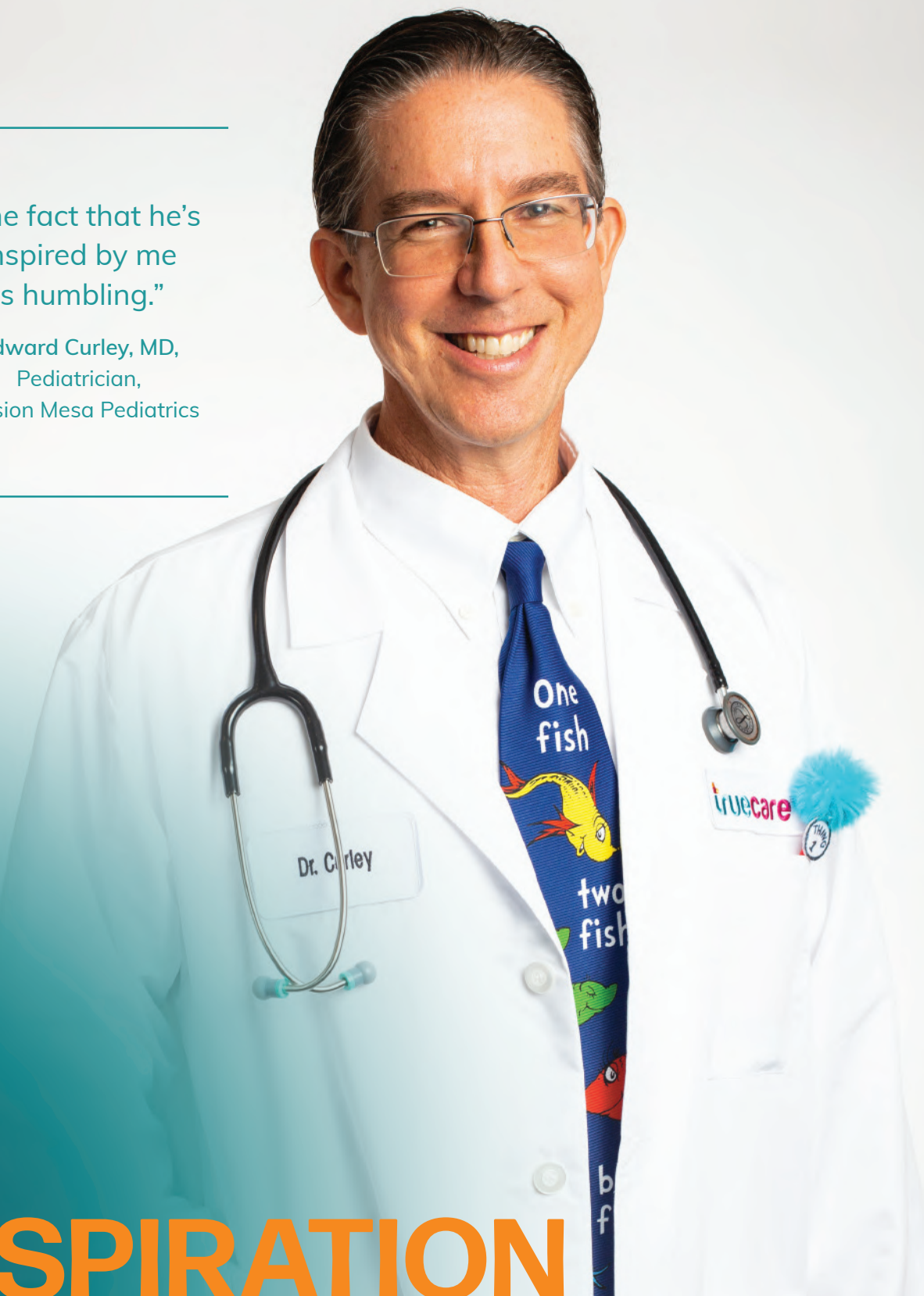
behavioral health visits
8,730 behavioral health patients
18% YOY increase

We're making a
difference every day.
Health inside. Welcome In.



“The fact that he’s
inspired by me
is humbling.”

Edward Curley, MD,
Pediatrician,
Mission Mesa Pediatrics



INSPIRATION



Omar Valdivia
Future Doctor



Doctor, Provider, Role Model

At a young age, kids are drawn to and inspired by certain professions. One child’s dream to become a doctor started right here at TrueCare. Omar Valdivia has been a TrueCare patient since childhood, receiving amazing care from his pediatrician Dr. Edward Curley. Omar is now 21 years old and a college student, embarking on a new path to become a cardiologist. Omar wants to provide care like his childhood pediatrician cared for him, especially since he watched his grandfather struggle with hypertension. Omar recalls the compassion Dr. Curley showed him as a child at each and every visit. He felt Dr. Curley truly cared about his health and what was going on in his life.

Our impact goes beyond the walls of the exam rooms. This not only allowed Omar to grow up with quality healthcare, but has influenced his life and decision to become a doctor.

“What stood out for me was Dr. Curley would always go the **extra step** in his care.”

Omar Valdivia



Overcoming Healthcare Inequities:

#healthforall

At TrueCare, the dedication to serving our diverse communities runs deep in our history. Born out of the civil rights movement, our mission of providing affordable, quality healthcare to all remains the very essence of our existence.

Believing that every patient matters, we continue to acknowledge and embrace our communities of color and remove barriers that hinder access to care. This has always been a part of our DNA, but we realize we can do better. Dr. Chanelle Calhoun, Clinical Director of Pediatrics and TrueCare Pediatrician for nearly 27 years, is passionate about making health for all a reality. Growing up, she witnessed her own family struggle with conditions such as high blood pressure, cancers, and diabetes, because they did not have access to quality healthcare. Dedicating her life's work to improving the health of the community, Dr. Calhoun takes pride in the progress TrueCare has made to ensure healthcare is a right for all, not only a privilege for some.

TrueCare also recently appointed longstanding Clinical Director of Midwifery, Mimi Mateo CNM, MSN, CDE, to the new role of Director of Wellness & Diversity. Having been with TrueCare for nearly 22 years, Mimi is thrilled to bring the wellbeing of every employee to the forefront and work to elevate awareness and inclusion.

Additionally, we have introduced diversity, equity and inclusion trainings, as well as provider trainings on providing high-quality care for transgender and gender-diverse patients. As we work to better embrace inclusivity, we now celebrate Martin Luther King, Jr. Day and César Chávez Day as official holidays.

We believe #healthforall will be achieved by actively pursuing greater diversity and continuously challenging the status quo. When everyone has access to the care they need, it produces a stronger, healthier and more vibrant community.

“



It is time to courageously move into brave spaces to confront the longstanding, structural inequities that are the real danger to each and every one of us.

Mimi Mateo, CNM, MSN, CDE,
Director of Wellness & Diversity

”

Addressing our underserved communities is in TrueCare's DNA and infused in our mission.



“We realize that we must go beyond simply doing the basics to address disparities; we are actively providing skills for our workforce to better serve our vulnerable, high-risk populations.”

Chanelle R. Calhoun, MD, MPH, FAAP,
Clinical Director of Pediatrics,
Mission Mesa Pediatrics

COURAGEOUS

Looking Ahead to Greater Success

Healing Mind and Body

As 2021 unfolds, TrueCare remains focused on overcoming COVID with every tool at our disposal. Our plans include continuing to serve as a trusted source of information, providing ongoing community education, and increasing COVID testing and vaccine administration. Our primary goal is to do everything we can to safely administer 10,000 vaccines by June 1.

Along with more vaccines, safe in-person visits and expanded telehealth services, we continue to prioritize the expansion of our behavioral health visits. With anxiety, depression and mental health struggles on the rise, our work is clear — to provide steady support and bring healing from the pandemic and other life experiences.

Building Community Partnerships

In 2020, our Community Engagement reached new levels of collaboration. Moving community meetings to an online forum increased our participation in critical conversations by 149% over the previous year.

We also launched the first Ramona Community Round Table event to address local issues with key partners. Converting food distribution events to drive-through pickups enabled us to serve over 15,000 households (9.8% increase from 2019) and over 446,000 pounds of food (46% increase from 2019).

Looking ahead, we plan to build on these accomplishments with new and existing partners to better serve our communities. Working together with fellow mission-centered organizations, we can correct the inequities that exist in healthcare and other areas of life.

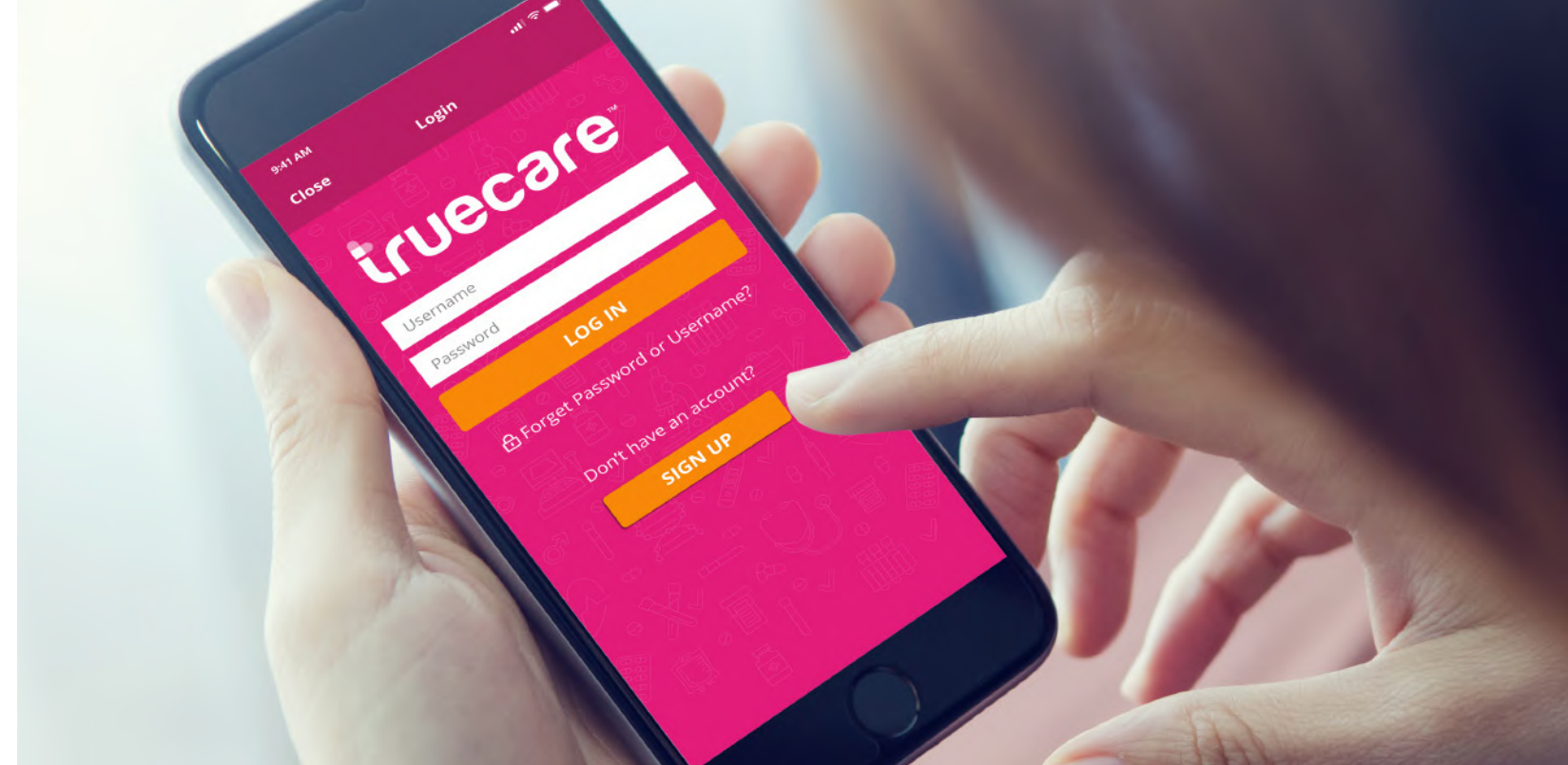
As we emerge
COVICTORIOUS
from 2020,
TrueCare's plans for
continuing to impact
lives are bigger
than ever.

11

community flu shot
locations,
402 vaccinations
administered

33,612+

meals delivered
through our Kids Lunch
Program with help from
Feeding San Diego and
the Hope through
Housing Foundation



Access, Innovation, Expansion

MyChart®

In Spring of 2021 we launched the TrueCare MyChart patient portal, powered by OCHIN Epic. Being one of the first community health centers to offer this access, this innovative technology allows patients to easily view their records, message their providers, and request an appointment. Through MyChart and other innovative technologies, we will continue to elevate the patient experience and usher our organization into the future.

Mobile Unit

Improving access to healthcare includes new ways of bringing care directly to our patients. We're excited to launch a new state-of-the-art Mobile Wellness Unit to deliver primary medical and dental services, COVID testing, and more throughout North San Diego and Riverside counties.

2021 & BEYOND



Making A Difference

In 2020, our community overwhelmed us with support. From needed personal protection equipment (PPE) to morale-boosting donations, they helped protect and inspire our courageous healthcare heroes on the frontlines of the pandemic. **We could not get through this without you—thank you from the bottom of our hearts!**



Cookies con Amor
We greatly appreciated the kind-hearted gesture and the delicious cookies that brought smiles to our faces during a difficult time.



Food Partners
Thank you to our food partners for going above and beyond, giving TrueCare more food to distribute to the community during the pandemic.



AmeriCare
Thank you for the face shields that kept us safe as we continued in-person patient visits.

iHeart Radio
Geena the Latina and our iHeart Radio partners made a generous donation and helped us stay connected with our community.



Health Center Partners
Our valued partners donated PPE gear to protect our frontline staff and patients.



O'side Kitchen Collaborative
Our frontline workers were so thankful for these produce boxes to fuel up.



National Center for Farmworker Health
TrueCare received over 180 masks and we got them to employees at Pardee Tree Nursery.



Well Health
We were so grateful for your amazing donation of 2,000 KN95 masks to keep our staff and patients safe during this time!



Solatube International
Your generous donation of face shields ensured we could continue offering compassionate care to our patients.

We Couldn't Do It Without You

TrueCare is deeply grateful to all of our donors. Your generous support in a variety of forms—through your time, talent or treasure—helps us change lives everyday, enabling us to deliver on our mission.

To get involved and support our work, please visit truecare.org or scan the QR code.



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Carlsbad, CA 92008

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Encinitas, CA 92024

TrueCare La Mision
3220 Mission Avenue #1
Oceanside, CA 92058

TrueCare Mission Mesa Pediatrics
2210 Mesa Drive #300
Oceanside, CA 92054

TrueCare Mission Mesa Women's Health
2210 Mesa Drive #5
Oceanside, CA 92054

TrueCare Oceanside Dental
2216 El Camino Real #121 – 122
Oceanside, CA 92054

TrueCare Oceanside
605 Crouch Street
Oceanside, CA 92054

TrueCare Oceanside Specialty
619 Crouch St., Suite 100
Oceanside, CA 92054

TrueCare Perris
1675 N Perris Blvd. Ste. G1
Perris, CA 92571

TrueCare Ramona
220 Rotanzi Street
Ramona, CA 92065

TrueCare San Marcos
150 Valpreda Road
San Marcos, CA 92069

11 locations ready to serve our community.
Health inside. Welcome in.





Health inside. Welcome in. Salud adentro. Bienvenido.



(760) 736-6767



11 convenient locations in North County
San Diego and Riverside County



truecare.org