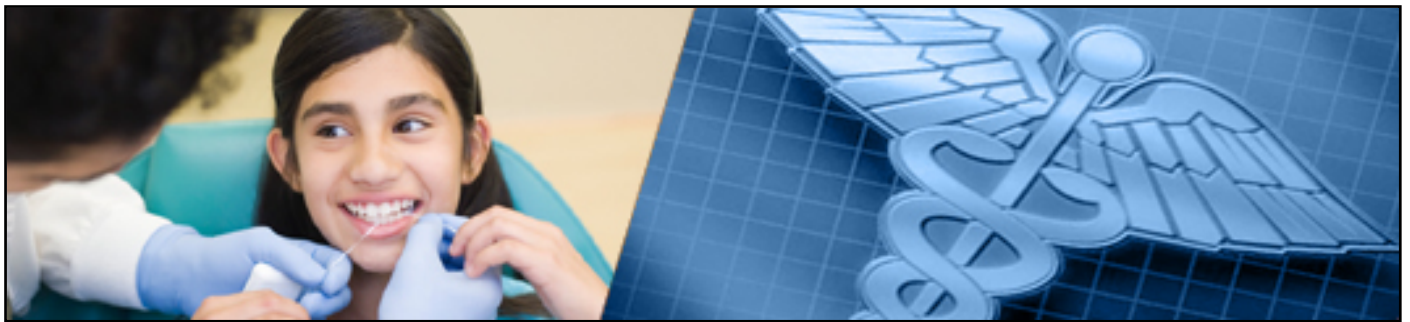




**The Martin Luther King, Jr. Family Clinic**



2922-B MLK Blvd., Dallas Texas 75215

Phone: 214-426-3645

[www.mlkfamilyclinic.org](http://www.mlkfamilyclinic.org)

■ **Promoting Healthy Lifestyles One Patient At A Time!** ■



Overview

Service Area Map

Organizational Chart

Job Description

Business Goals

Clinical Goals

Strategic Goals

Summary of Benefits

Recruitment & Retention Strategies



---

*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



## OVERVIEW

Martin Luther King, Jr. Family Clinic, Inc. (MLK) is a 501 (c) 3 nonprofit organization and began services in 1986 at its current location of 2922-B MLK Jr. Blvd, Dallas, TX 75215. The MISSION of the Martin Luther King, Jr. Family Clinic is to improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations regardless of ability to pay.

The VISION is to be the preferred health center of choice.

MLK Jr. Family Clinic VALUES:

**H**ealthy lifestyles, **E**mployees, **A**ll patients, **L**ife, **T**echnology, **H**igh quality care

Although MLK's target population is in 9 zip codes throughout South Dallas, Southeast Dallas and East Dallas, people come from almost every zip code in Dallas, as well as from cities such as Ennis, Kaufman, Waxahachie, Lancaster, Terrell, Grand Prairie, Arlington, Richardson, Red Oak, Plano, as far away as Greenville and Talco. Over 28,000 individuals receive services at the MLK Jr. Family Clinic each year.

Currently, MLK Clinic employs 8 medical and dental providers, as well as other clinical and administrative support staff. MLK provides primary medical and dental care, including family practice, internal medicine, pediatrics, OB/GYN, case management, social work, disease management, immunizations, lab testing, ophthalmology, pharmacy, podiatry, translation, transportation, and after hours on-call service. Referrals are coordinated for emergencies, radiology, specialty care, mental health/substance abuse, and home health. MLK ensures an effective continuum of care for its patients. Patient education and outreach services are also provided to address chronic diseases, HIV/AIDS, infant mortality and low birth weight.

### Hours of Operation:

Monday, Tuesday, Thursday (8 am – 7 pm)

Wednesday (10 am – 7 pm) and Friday (8 am – 5 pm)

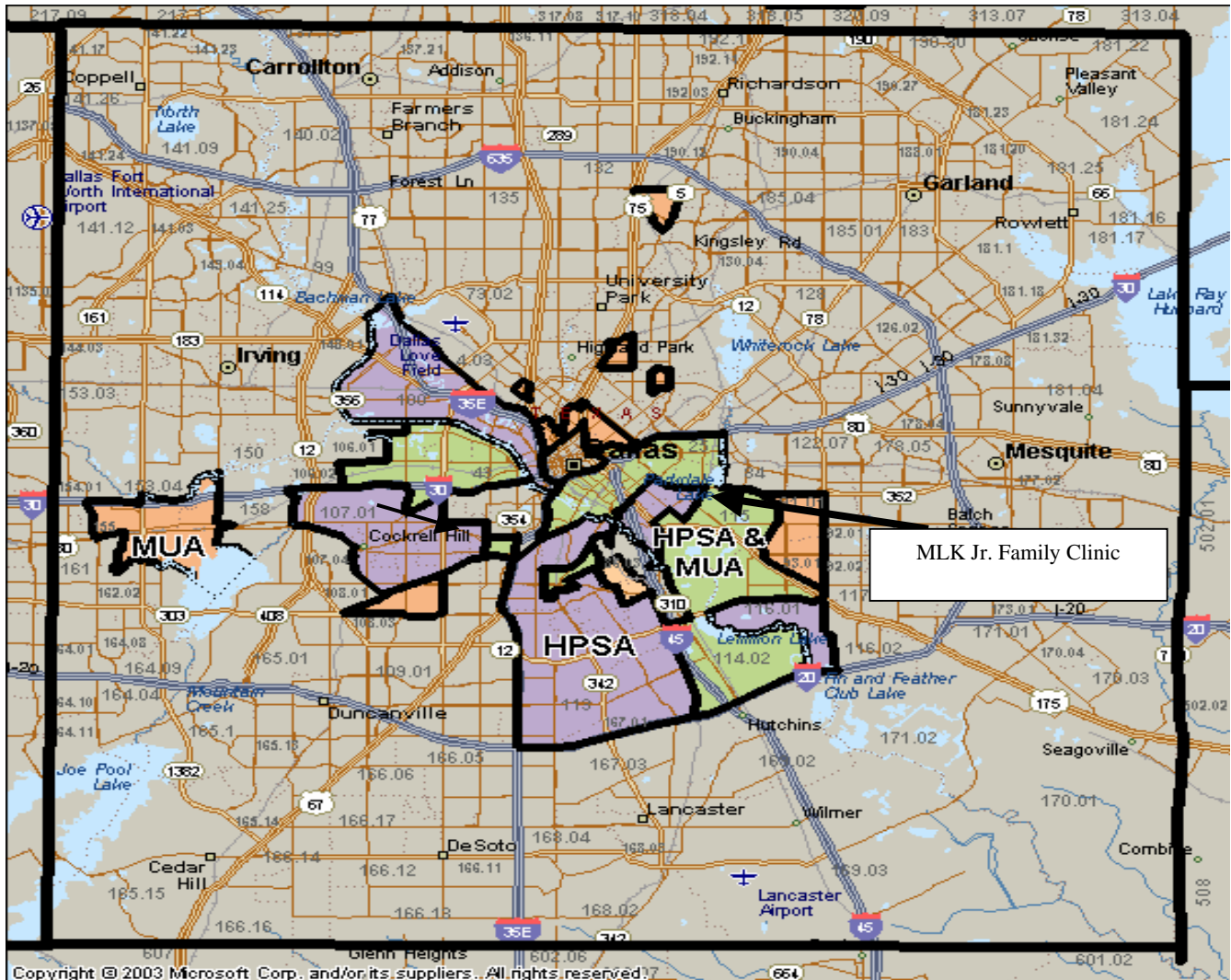
Main number: 214-426-3645



*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



**SERVICE AREA MAP**



**MLK Service Sites and Service Area Census Tracts  
Located in the heart of Dallas County HPSA and MUA**

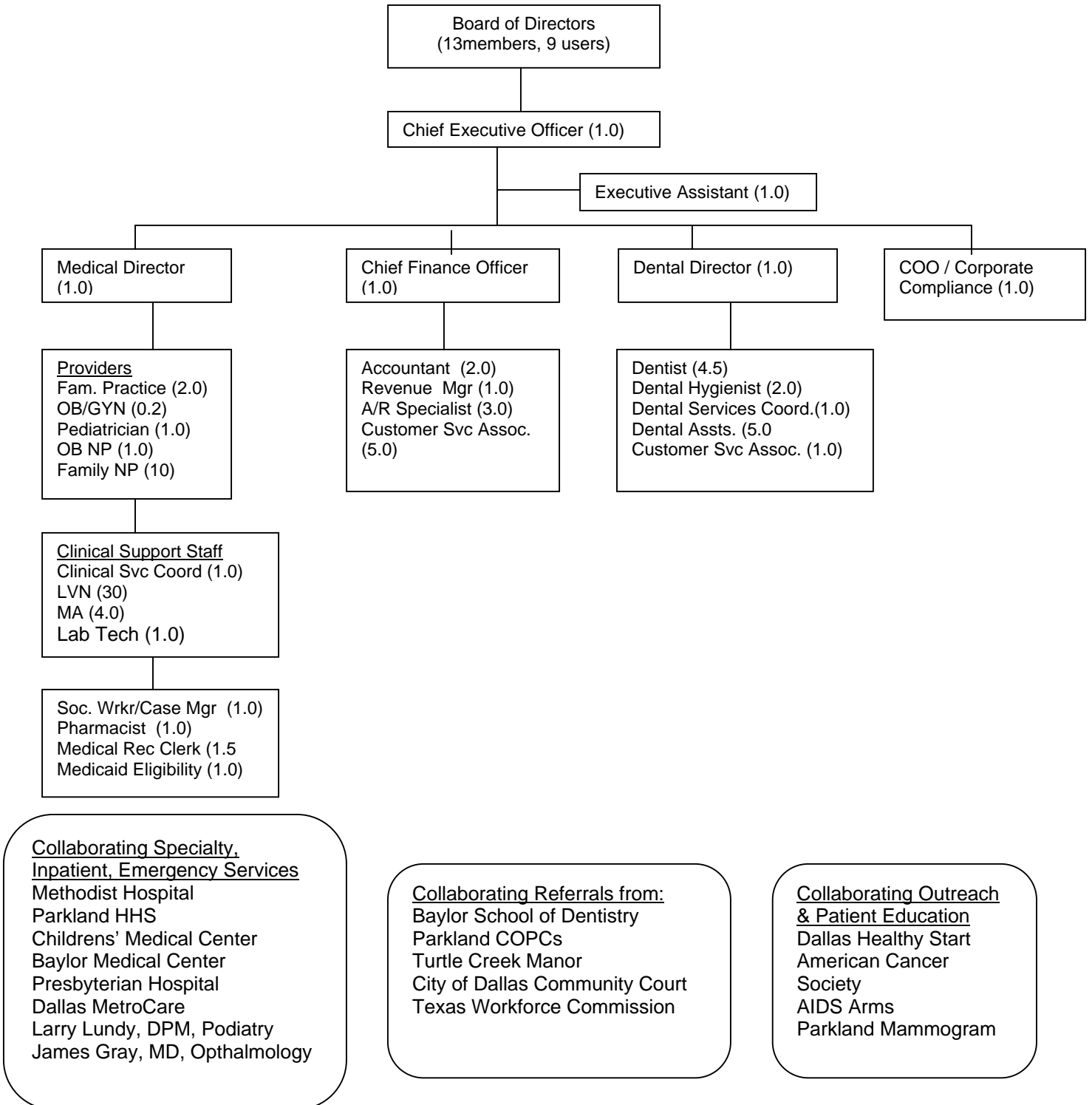
**Zip Codes:** 75203, 75204, 75210, 75215, 75216, 75217, 75223, 75227, 75228

(08.00, 12.02, 12.03, 12.04, 25, 27.01, 27.02, 29, 33, 34, 35, 37, 38, 84, 85, 86.04, 89.00, 90, 91.01, 91.04, 92.01, 115, 0122.07, and 122.08)

*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



ORGANIZATIONAL CHART



*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



**JOB DESCRIPTION**

***(See attached pages.)***



**BUSINESS GOALS**

Operating Budget:	\$4.5 million
Funding from Federal Government	\$2.5 million
ARRA Increased Demand for Services	\$0.3 million
ARRA Capital Improvement Funds	\$0.5 million
Other Grants:	
Crystal Charity Ball (Pediatric Dental Expansion)	\$509,865
TX Dept State Health Services (Incubator)	\$265,000
HUD Special Projects (Renovation)	\$245,000
Other Local	\$100,000
Patient Services Collection Rate:	90%
Total Visits Per Year:	24,000
Average Cost / Visit:	< \$140 per visit
Total Users (2008)	7,200



*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



---

**CLINICAL GOALS**

**Diabetes/Obesity**

- MLK will increase from 80% of adult patients screened for DM to 90%.

**Cardiovascular Disease**

- Increase the percentage of adult patients that are screened for coronary heart disease (CHD) from 80% (80 percent) to 90% (90 percent).

**Cancer**

- MLK will increase the percentage of women 21-64 years of age who received one or more Pap tests from 17% (17 percent) to 80% (80 percent).

**Prenatal and Perinatal Health**

- MLK will increase the percentage of prenatal users from 60% (60 percent) (2007 - baseline year) to 80% (80 percent) that access prenatal care during the first trimester.

**Child Health**

- MLK will increase the percentage of children by 2 years of age with appropriate immunizations from 85% (85 percent) to 95% (95 percent).

**Behavioral**

- By 10/31/2013, MLK will increase the number of patients that are screened for mental disorders from 30% (30 percent) to 50% (50 percent).

**Oral Health**

- MLK will increase the number of adolescents aged 13 – 18 that present at periodic exams without caries incidence from 25% (25 percent) to 50% (50 percent).



---

*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



## STRATEGIC GOALS

### Completed Expansion Projects for 2009

- Centralized Customer Service / Waiting Area
- Controlled Access to Medical & Dental Services
  - Centralized Registration, Check-in, Appointments, Waiting Area
  - Buzz-In Access to Medical & Dental Services – Increased security
- General Dentistry Renovation
  - Addition of 2 dental operatories, new dental equipment, new digital panoramic x-ray unit, and education room.
- Pediatric Dental Specialty Suite Renovation
  - Addition of 6 pediatric dental operatories, new dental equipment
- Conversion of 6 Additional Private Patient Rooms
- Relocation of Shot Clinic, Lab and Processing Room



### Information Technology

- Equipment Replacement, New Designed IS Infrastructure (Fall 2009)
- New Medical and Dental Patient Management System, Electronic Health Record (Fall 2010)

### Marketing / Advertising

- On-going monthly radio ads on Univision Stations
- Monthly TV commercials on Time Warner Cable TV Networks (starting Fall 2009)
- Spring and Summer radio ads on Urban radio stations

---

*Our Mission: To improve the health status of individuals and families by providing accessible, affordable primary and preventive medical and dental services to the underserved and other populations, regardless of ability to pay.*



## SUMMARY OF BENEFITS

### Holidays

January - New Year's Day  
January - MLK Birthday  
February - President's Day  
May - Memorial Day (last Monday)  
July - Independence Day

September - Labor Day (1<sup>st</sup> Mon)  
November - Thanksgiving Day & Friday  
December - Christmas Eve and  
Christmas Day

### Vacation Accrual

6.66 hours per month (employed 0 - 4 years)  
10 hours per month (employed 5 - 9 years)  
13.33 hours per month (employed 10 years or more)

### Sick Leave Accrual

8 hours per month

### Retirement Contribution

401(k) matching plan up to 5% of what employee contributes

### Health Coverage

100% employer-paid medical, dental and vision premium for employee only (subject to change depending on health center financial performance)

### Long Term Disability (effective August 1, 2009)

100% employer-paid for administrative and clinical support staff only.

### Life & ADD

Employer-paid premium up to \$50,000 coverage

### Mileage Reimbursement

Reimbursement to employee for travel to business meetings on behalf of the center.

### Other Benefits

STD, Supplemental Insurance, Coverage for family members - paid for by employee.





---

## **RECRUITMENT AND RETENTION STRATEGIES**

### Performance-Based Incentive Bonus Program

- Meeting minimum patient visit goals (\$250 - \$2,000 per quarter) depending on job position

### Job-Related Training (on site and off site)

### Reimbursement of Business Expenses (for mandatory business trips)

### Business Expense Allowance

- For Providers and Executive Management

### Great Service Award Program

- Monthly Employee Recognition (nomination by peers and customers)

### Company-Sponsored Family Events (Summer & Holiday)

### Years Of Service Recognition (5, 10, 15, 20, 25, 30)

### New Hire Referral Bonus

### Promotion from within Company

### Tuition Reimbursement for courses which provide direct enhancement of job-related skills

### Participation in Tuition Scholarship for clinical (non-physician) New Hires and for promotions of clinical support staff (e.g. dental assistants, LVNs – RNs, medical assistants)

### National Health Service Corps (NHSC) Scholar and Loan Replacement Site for Physicians and Dentists

### Texas Physician Loan Repayment Program (coming in 2010)



**Contact Us**

Joyce E. Tapley, CEO	214-426-3645, ext. 155	<a href="mailto:jtapley.mlk@tachc.org">jtapley.mlk@tachc.org</a>
Hawanda Holder, Exec. Asst.	214-426-3645, ext. 161	<a href="mailto:hholder.mlk@tachc.org">hholder.mlk@tachc.org</a>
Clyde Sheppard, CFO	214-426-3645, ext. 142	<a href="mailto:finance.mlk@tachc.org">finance.mlk@tachc.org</a>
Lawrence Butcher, MD, Medical Director	214-426-3645, ext. 135	<a href="mailto:lbutcher.mlk@tachc.org">lbutcher.mlk@tachc.org</a>
David Maxwell, DDS, Dental Director	214-426-3645, ext. 138	<a href="mailto:dmaxwell.mlk@tachc.org">dmaxwell.mlk@tachc.org</a>
Kaydra Moore, LVN Clinical Services Coordinator	214-426-3645, ext. 184	<a href="mailto:kmoore.mlk@tachc.org">kmoore.mlk@tachc.org</a>
Email:		<a href="mailto:info@mlkfamilyclinic.org">info@mlkfamilyclinic.org</a>

**Visit Our Website, and have a chance to view our  
Audited Financials & IRS 990.**

[www.mlkfamilyclinic.org](http://www.mlkfamilyclinic.org)

or

[www.tachc.org](http://www.tachc.org)