

CAPABILITY STATEMENT



BACKGROUND

Since 1984, Organizational Objectives Associates (OOA) has been providing assistance to community health centers and other private and public health care institutions in securing funding, evaluating programs, and developing and implementing growth and revenue enhancement strategies.

SERVICES

- ▶ FQHC and Foundation Grant Writing
- ▶ Look-alike Applications
- ▶ Feasibility and Marketing Studies
- ▶ Marketplace Analyses
- ▶ GIS Mapping
- ▶ Revenue Enhancement
- ▶ Satellite Site Development
- ▶ Practice Acquisitions and Joint Ventures
- ▶ Management Strategies and Support
- ▶ Ongoing Program Compliance
- ▶ Formal Development Programs

CORE COMPETENCIES

OOA prides itself on being a full-service community health development group. We work with health centers of all sizes, in both rural and urban areas. Listed below are our primary areas of expertise.

Site and Program Development Whether you are in the early stages of planning your health center or are interested in new services or a satellite site, OOA can help. We have experience securing capital funding and grants for new primary care centers as well as New Access Point funding. We ensure that integration of behavioral health, case management, and sustaining patient centered medical home activities are key considerations when implementing new programs. We have also assisted with FQHC Look-Alike applications, private practice acquisitions, and securing private and public investments. Key to the formulation, implementation, and success of our projects are intensive community needs studies, which are developed around market analyses, financial feasibility studies, and GIS mapping.

Grants Development and Management Grant applications are time-consuming and labor-intensive. For staff with little or no grant experience, a New Access Point or SAC application poses a significant challenge. Likewise, inexperienced staff may not know how to appropriately respond to findings in survey reports that can result in unnecessary grant conditions. While success in obtaining funding is always uncertain, OOA has the experience and technical knowledge to provide a high level of service and professional input. Our success in meeting client needs is evidenced by our repeat consulting engagements and long list of client references.

Program Compliance Getting a grant is only half the battle. To maintain funding, health centers must submit financial and operational reports and undergo occasional audits. Many organizations save time and money by relying on OOA to help them navigate these intensive requirements. We can work with health center staff to develop operating policies and procedures that maintain program compliance, integrate QA and QI activities into the work processes of the health center, improve documentation, secure staff "buy-in" on organizational goals, and provide governing boards with the information required to effectively discharge their fiduciary responsibilities.

Performance Improvement The difference between barely surviving and thriving often depends upon a health center's level of financial and operational performance. We can objectively assess your health center's level of performance and assist management and staff with operational re-engineering, improving staffing levels and competencies, systems effectiveness, and revenue cycle improvement. Additionally, many organizations struggle to optimize complex information systems. We can assist in selecting the right information system and provide insight on what information and key performance metrics are needed. We can also show center staff how to effectively mine this information for internal and external reporting needs, in order to make better, more informed decisions and maintain compliance with regulations.

**COMMUNITY HEALTH
CONSULTING SERVICES**
Since 1984

STAFF PROFILES

Norman H. Waaks, MPH | Principal and Senior Consultant Mr. Waaks has provided consulting services in the area of health management and resource development since 1984. Prior to establishing OOA, Mr. Waaks managed community health centers for over 14 years, on both an appointment and interim basis, and was the Executive Administrator of the Department of Internal Medicine at Temple University's School of Medicine. At OOA, Mr. Waaks manages the full scope of clients' engagements, including primary health care program development and management, community health needs assessments, grants development, federal and state health services contracting, and strategic planning and marketing.

Virginia R. Easley | Clinic Management Consultant Since 2001, Ms. Easley has been helping OOA's clients increase productivity, conduct compliance audits, and meet guidelines for Bureau of Primary Health Care Effectiveness site surveys. Ms. Easley's background includes experience in the small private group practice setting, satellite site management, and as an operations manager of a multi-site, multi-program community health center organization.

In 2014, this team collaborated on more than **20** projects.

Andrew G. Jones | Proposal Manager Prior to joining OOA in 2013, Mr. Jones was the proposal manager for a major business-to-business company providing HR support and background screening services. At OOA, Mr. Jones assists with grants development, document design, and the coordination and editing of project components with OOA and client staff and subject matter experts. Mr. Jones holds a Master's in English from UNC-Wilmington.

Carol W. Wrenn, EdD | Healthcare Development Consultant Dr. Wrenn is highly knowledgeable in matters relating to health care management and program planning. Since 1996, she has held full-time and interim directorships in the community health center setting. Her responsibilities have included implementing health center start-up and satellite site operations; pharmacy, oral health and family fitness programs; supervision of electronic health record system installations; and the integration of health center development initiatives into community, rural economic development, and historic preservation projects.

REPRESENTATIVE CLIENTS

Bluestone Health Association, Inc.

Princeton, WV

Cabin Creek Health Center, Inc.

Dawes, WV

Catahoula Parish Health District #2

Sicily Island, LA

ChesPenn Health Services

Chester, PA

Clay-Battelle Health Center

Blacksville, WV

Community Health and Dental Care

Pottstown, PA

Health Federation of Philadelphia

Philadelphia, PA

Kenosha Community Health Center

Kenosha, WI

Martinsville Henry County Coalition for Health and Wellness

Martinsville, VA

Montgomery County Health Department

Norristown, PA

Mountaineer Community Health Center

Paw Paw, WV

Neighborhood Health Centers of the Lehigh Valley

Allentown, PA

Project Vida Health Center

El Paso, TX

Rainelle Medical Center

Rainelle, WV

Rural Health Access Corporation

Chapmanville, WV

Wirt County Health Services Association

Elizabeth, WV

For assistance with your project, contact us today

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ORGANIZATIONAL
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ASSOCIATES

