



## March 2014 Newsletter

### How Kaiser & Virginia Garcia Boosted Cancer Screening Rates Through the Mail

From the [Portland Business Journal](#):

*"A new study has revealed a fairly simple way to boost colon cancer screening rates in underserved populations: Use the U.S. Postal Service.*

*Screenings increased by nearly 40 percent when free stool tests were mailed to patients' homes in a pilot study conducted at three clinics operated by Virginia Garcia Memorial Health Center.*

*The study, funded by the National Institutes of Health and published today in the journal BMC Cancer, included 869 patients from the Portland area. The clinics serve many Latino patients who live below the federal poverty line. About half had no health insurance.*

*'This program dramatically increased screenings,' said Gloria Coronado, lead author and senior investigator at the Kaiser Permanente Center for Health Research in Portland."*



[Watch a video from the Kaiser Permanente Center for Health Research about the screening program](#)

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### VG By The Numbers

# 2,400

approximate number of patients the [Newberg Clinic](#) will serve in its first full year



### Who Is Virginia Garcia?



[Discover the story](#) behind our name and where we come from.

## More Ways to Give

It's easier than ever to support Virginia Garcia. Starting today, [Virginia Garcia is now accepting donations with American Express & Discover cards](#). Please take a minute to offer your financial support for all the exciting things happening at Virginia Garcia, including a new medical facility in Newberg, a new dental clinic in Beaverton, and innovative cancer screening programs.



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## Baby Day Prompts Smiles (Really!) in Cornelius, Hillsboro

From the [Forest Grove News-Times](#):



A crying infant lays across the laps of her mother and dentist Megan Sapp during an examination at Baby Day Feb. 11. Photo courtesy of the News-Times.

There really were plenty of smiles at February's Baby

Day in Hillsboro, despite the photo above. Gloria Hatrick of the Forest Grove News Times described what parents and their children can expect at Baby Day:

*"Parents participated by sitting 'knee-to-knee' with the dentist, their small child lying across both laps so moms and dads could observe exactly how the child's teeth were examined and cleaned. (Dental assistant Melinda) Pedroza explained how the Virginia Garcia dental clinic avoids being the 'hot seat,' which is how many folks feel about a dentist's chair. Instead, families and kids interact in a play group environment, removing the stress from what many - particularly children - consider an anxiety-ridden situation."*

## FRONTIERS Blog Features Post on Virginia Garcia's Adoption of APM



Last month, [the FRONTIERS of Health Care blog featured a post from Virginia Garcia CEO Gil Munoz](#) on the adoption of alternative payment methodology (APM) and how it changes the way providers like VG are reimbursed for Oregon Health Plan members. The FRONTIERS of Health Care is a collaboration between OCHIN and the OHSU Department of Family Medicine to report on real-time findings from an evaluation of payment reform in Oregon's community health centers and the latest national health transformation news.