

NEWSLETTER *from your* COMMUNITY HEALTH CENTER

# MY KEY TO *community*



Traverse  
Health  
Clinic  
*My key to care*

Traverse Health Clinic, 3155 Logan Valley Road, Traverse City, MI, 49684 231.935.0799

Newsletter 14, Fall 2015

[traversehealthclinic.org](http://traversehealthclinic.org)

**For 40 Years, We've Been Building Happy, Healthy Families in Our Community.  
Thank You, For Being a Part of Our Mission!**



**40  
Years**



# Community

## Friday Night Live Time with Families

A team from Traverse Health spent time making First Aid Kits with children at Friday Night Live in August. Over 100 children happily filled and decorated their very own kit!



**FYI...We offer Year-Round \$40 Sport and Camp Physicals for All Students!**

**GTOC...Always has Our Mission in Sight!**



Drs. Kenneth Musson and Daniel Thuente, of Grand Traverse Ophthalmology Clinic demonstrate their on-going support of Traverse Health by presenting a giant check to Sherri Fenton following their spring trunk show and benefit.

Save the Date!

**3rd Annual Resolution Run/Walk 5k**

**January 1, 2016 11:00 a.m.**

*Let it be your first healthy family outing of the year! A family-friendly benefit!*

Watch for details regarding registration on our website and Facebook page, or the Resolution Run 5k Facebook page!

# 100%

**Increase in New Patients!**

# 1,197

**New Faces This Year!**

- Last year, we asked the community to help us meet an anticipated 25% increase in new patients.
- You came through! Thank you!
- Now, many people are coming through our doors!
- We are serving 100% more new patients this year in comparison with last year.

**Shop Your Community Day is November 14th!**

Thank you for choosing to designate your purchases on this day to benefit Traverse Health Clinic.



## Immunization Update

Special thanks to our community partners who are helping us provide the Pneumovax vaccine to our high risk patients to reduce their risk of developing pneumonia!  
Generous grants received from the following:

- The Les and Anne Biederman Foundation
- The Oleson Foundation
- Noon Rotary Club of T.C.
- The Art and Mary Schmuckal Family Foundation

# Spotlight on Our New Medical Director

## Anne Cavanagh, M.D., Named Medical Director



Anne Cavanagh, M.D., certified in internal medicine and palliative care, was recently appointed Medical Director at Traverse Health Clinic. A graduate from Wayne State University School of Medicine, Detroit, Dr. Cavanagh completed her internal medicine residency at Wayne State University Affiliated Hospitals. Prior to joining Traverse Health in early 2015, she was Director of the Quality of Life Program at West Michigan Cancer Center in Kalamazoo and Medical Director of Palliative Care at Bronson Methodist Hospital. Dr. Cavanagh has served as Medical Director at Thunder Bay Community Health Center in Alpena, also a community health center, and looks forward to this role at Traverse Health. She will continue to provide patient care and is accepting new patients as well as fulfilling her leadership role as Medical Director.

“We are very pleased that Dr. Cavanagh has accepted the position as Medical Director for our organization, stated Arlene Brennan, Executive Director. “Dr. Cavanagh’s extensive expertise and leadership abilities will be instrumental in the continued growth and efficient delivery of the high quality patient care services and support we are able to provide at Traverse Health. This will be important as we continue to enhance our role as a comprehensive primary care health center for everyone in our community.”

Dr. Swan, who held the position for four years, was instrumental in leading Traverse Health through many phases as the health care environment evolved and our organization granted designation as a Community Health Center. We look forward to Dr. Swan’s continued involvement in our Quality Committee, as well as other volunteer efforts.

Please join us in welcoming Dr. Cavanagh to her new leadership role at Traverse Health Clinic, and in thanking Dr. Swan for her years of leadership and compassionate care of our patients over the last several years.

## **Blue Cross Blue Shield of Michigan (BCBSM) Designates Traverse Health Clinic a Patient-Centered Medical Home (PCMH) Practice for 2015.**

An important objective in primary care medical practices is to achieve recognition as a Patient-Centered Medical Home. Traverse Health has achieved this designation from BCBSM. For us, it’s all about the patient. Care is proactive, goal and outcome oriented, team based, and personal. This designation recognizes an approach which we hold close to our hearts.

PCMH teams like ours coordinate patients’ health care needs, track patients’ conditions and progress, and ensure that they receive the care they need. They focus on prevention, facilitate access to the provider care team, coordinate complementary care and support services and help patients learn to better manage conditions like diabetes and heart disease. We are honored that our excellent patient care practice has been noted!

PCMH designated providers are generally recognized as succeeding in more effectively managing patients’ care to keep them healthy and prevent costly complications. Prevention is key!





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## Our Mission

At Traverse Health Clinic, our mission is to promote the health and wellness of our community residents with a special focus on the medically underserved, by working as a team to provide primary care and support services.

We invite you to learn more about us on our new website:

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

## Year-end Gift Planning?

As you begin to plan for the holidays, thank you for remembering Traverse Health Clinic in your year-end giving. For 40 years, our community has supported the efforts of Traverse Health Clinic. To read about some of the incredible ways in which your gifts have impacted people in our community, or to make an on-line donation, please visit:

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