



His BRANCHES  
Annual Report 2015





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This attractively presented Annual Report, designed by Nicholas Kaczmarek, has been made possible through the generous support of our partner ministry, Jericho Road Community Health Center. You may request additional hard copies by calling 585-235-9000.



# NOTE FROM OUR BOARD CHAIR



We live in a culture that desires things to move quickly. Instant, overnight, and fast are our favorite marketing buzz words. On the other hand, most of creation and our God who occupies his throne in heaven are not in a rush. Take the growth of a child; apart from our desires to speed things along, children still take 18 years or more to mature into adults.

**A reading of the Gospels will show that the Lord Jesus was rarely, if ever, in a hurry.**

In 2015 HBI took a slow, but significant step toward to creating a sustainable future for the organization. At last year's banquet we outlined our 30 year goals, and this year we will begin to take the first steps on a long journey to complete those goals. Our growth will not be quick. We have numerous obstacles to overcome and we have need of perseverance and faith. These are the bedrock qualities that Christ called his disciples to exhibit. And with these qualities, the gospel has spread around the world.

HBI is looking for partners who will walk, slowly and definitively, into the future, bearing the love of Christ to a lost and hurting world. I hope you will join us on our journey. Consider becoming a board or committee member. With your God-given talents, you can help us reach our goals.

Chris Pollock, Board Chair

# NOTE FROM OUR FOUNDER + CEO



This past year we've been enjoying the privilege of collaborating with God's people throughout the Rochester area. In the process we've watched as a stronger and stronger vision of the Kingdom of God emerges in our midst! It's both exciting and challenging at the same time.

Some of our vital partners nationally, regionally, and locally include: Care Net, Christian Community Health Fellowship, Christian Medical and Dental Associations, Jericho Road Community Health Center, Accountable Health Partners, Finger Lakes Health Systems Agency, and many others.

Working together with people of good will in health and crisis pregnancy care, information technology, government, youth empowerment, criminal justice, law enforcement, education, violence prevention, and a growing number of supporting faith communities is giving us hope and increasing our confidence that **God is truly at work in our city.**

Your collaboration with us in prayer and support is vital to our success. Please receive our personal invitation to join in the work that we've been called to do throughout the year and in celebrating with us at our annual **Banquet of Blessing** each spring. We are so grateful for your participation, which we never take for granted

Dr. Bill Morehouse, Founder + Chief Executive Officer

## A time-line of HIS BRANCHES



1978  
Dr. Bill and Susan Morehouse open Grace Family Medicine (GFM) at 340 Arnett Blvd. in Rochester, NY

In response to needs of the community around GFM, the non-profit ministry of His Branches is established  
1982

His Branches is active in community with medical, youth outreach, and crisis pregnancy ministry



Embracing Options opens on Arnett Blvd.  
2006



2008  
EJoy Family Medicine opens on corner of Bay and Goodman



Embracing Options opens Webster office  
2010



2011  
His Branches receives NYS Community Health Center Operating Certificate



His Branches starts Strategic Planning process to grow and become a Federally Qualified Health Center (FQHC)  
2015



**His Branches Inc.** is a nonsectarian Christian ministry that seeks to bring hope, healing and restoration to individuals, families and entire neighborhoods

**HIS BRANCHES HEALTH SERVICES**

**EMBRACING OPTIONS**

**HIS BRANCHES COMMUNITY  
- A TREE OF LIFE**

## ***WHAT IS HIS BRANCHES?***

In 1978 we opened our main office with a lot of community support on Arnett Boulevard in the heart of the City of Rochester, NY, as part of *a progressive vision*, dream, and prayer. The vision is of people from all walks of life being helped by gifted doctors and nurses working with others who are living out their faith caring for those in need. The dream and prayer encompasses fostering the restoration and growth of communities where children can grow up in healthy families, play in safe neighborhoods, worship in vibrant churches, and learn in enriching schools.

Over the years our name has highlighted our source of encouragement and strength: *He is the Vine*, the root and source of our inspiration and motivation, and *we are His Branches*, grafted in and being renewed daily to serve.

**Who We Are:** We're men and women of all ages and backgrounds who've been drawn together by a loving God to build up our communities with His love, one life, one family, and one neighborhood at a time.

**What We Do:** Working in visible harmony we establish centers of excellence where people can receive comprehensive medical care, counseling, and other services that build them and their neighborhoods up.

**Past + Present:** Starting with just Dr. Morehouse and Rita Donnelly as his full-time, multifunction staff support person, His Branches Health Services, Embracing Options, and the outreach ministries of His Branches Community have grown to employ five providers and several project leaders supported by a full staff and many volunteers.

This past year, thanks to your faithful support and solid assistance from the *broader community*, we've seen significant growth in the capacity of all of our ministries with major improvements in the organization of our medical practice, expansion of our pro-life ultrasound network, and the release of a new anti gun violence video, The Front Row.



# MEDICAL CARE

His Branches has been sponsoring comprehensive family medical care in Rochester’s 19th Ward and surrounding community for over 35 years. We take care of every member of the family with patients ranging from newborns and children through adolescents and adults right up into seniors in their 90s.

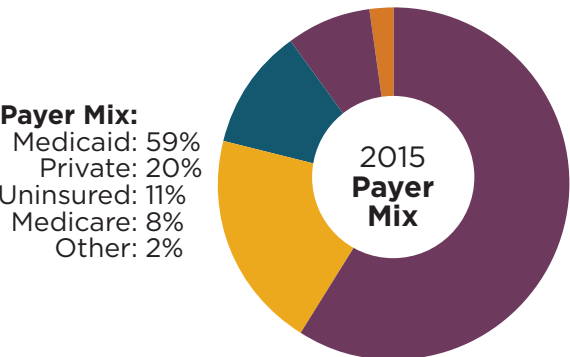
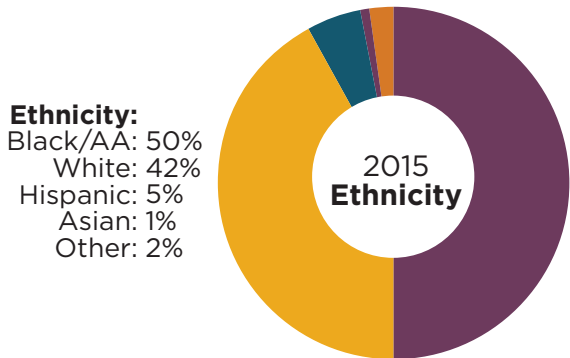
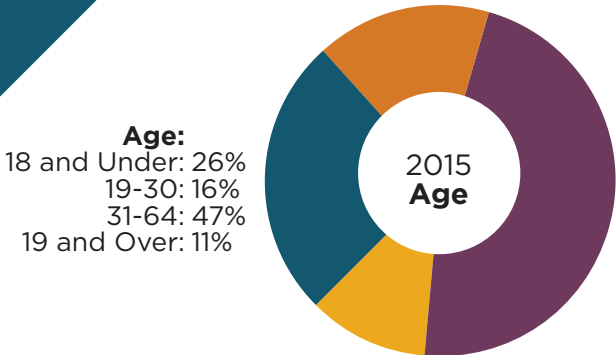
We help women through pregnancy, labor, and delivery and take care of them and their babies in the hospital. In addition, we recognize that everyone’s life has a vital spiritual dimension that often becomes especially important during times when personal health and relationships are changing. We take time to be thorough, *listen carefully and sensitively*, take every patient’s concerns seriously, develop plans together, and arrive prayerfully at a place of agreement about how to handle each situation.

Our first office, Grace Family Medicine, opened on Arnett Blvd in 1978 and our second office, Joy Family Medicine, opened on the corner of Bay and Goodman Streets in 2008. Both offices are committed to being *“Patient Centered Medical Homes”* – places that make patients feel at home and surround them with medical care that fully addresses their needs. As primary care providers, we accept the responsibility for coordinating each patient’s care across medical specialists, hospitals, nursing facilities, and with a number of community resources.



# CLINICAL OPERATIONS

*His Branches Health Services* specializes in family medicine, pediatrics, OB care, women’s health, adult and geriatric care, diabetes education, acute and chronic disease management, and behavioral health. Our clinic is unique in that we have a Care Manager on our team that supports our high-risk patients, as well as providers who address the spiritual needs of every patient who seeks encouragement, prayer, or a listening ear.



Total Patients Seen: **1,892**  
Number of Appointments: **7,425**



Individual Patients Seen: **1,650**



Number of Appointments: **6,289**

*Grace Family Medicine*  
340 Arnett Boulevard



Individual Patients Seen: **394**



Number of Appointments: **1,136**

*Joy Family Medicine*  
918 Goodman Street N

# COUNSELING SERVICES

**Embracing Options** is a service program of His Branches whose mission is to reach the culture of today with positive life affirming choices relating to pregnancy and sexual activity.

About 70% of Embracing Options clients come from the surrounding community by word of mouth or after seeing the brightly colored signs in front of our centers. We're reaching out to a broader audience, too, because many more of our clients are using the internet and finding us in Google search. 20% of our clients are teens. We take every opportunity to educate on prenatal development and offer parenting classes and material aid.

We believe that **Rochester needs many centers** throughout and surrounding the city to serve clients from their local areas. Our first satellite center is in Webster; we've helped develop another center in the Bay-Goodman area, which has one of the highest abortion rates in Rochester; and we're working collaboratively with several local centers in providing free informational ultrasound services to women.

We've also discovered that our city has alarmingly high rates of sexually transmitted diseases (STDs). We're concerned about the spread of life-threatening illnesses like these and so are many of our clients. In response, we've developed STD screening and counseling programs for men and women at both of our sites and are recruiting more counselor-trainees.



# COMMUNITY OUTREACH

**His Branches Community** works locally in collaborative relationships with concerned neighbors, police officers, building inspectors, and other local agencies in the 19th Ward area through the Arnett Block Association to improve safety and develop **a greater sense of community**. We reach across to libraries, schools, and civic organizations in our neighborhood with personal encouragement and material assistance. Others are engaged in similar efforts across town at the Gerhardt Neighborhood Outreach Center and throughout Rochester in increasingly numerous and exemplary ways.

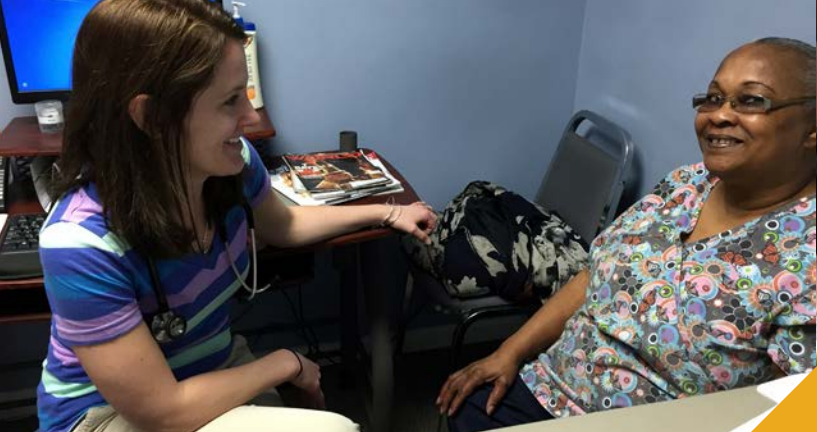
On a broader community-wide basis we've been involved in a number of peacemaking activities with like-minded citizens, most recently by participating in the creation of a compelling video, **The Front Row**, that reaches youth at-risk for gun violence with a message of warning and hope. We've also been actively involved over the years in doing other youth outreach and mobilizing ongoing support for health care professionals in training and practice who share our hope for a redeemed future.

We intercede, yearn, and prayerfully envision a time when men and women of good faith, young and old, rich and poor, black and white, will come together and rise up in our community as one body, opening wide the gates of heaven for an outpouring of God's grace. Please join us as we seek to see a movement of God's spirit, followed by the movement of His people and the release of the resources we so earnestly need.



**His Branches**  
A Tree of Life in  
our Community







# STRATEGIC PLANNING



Core Values	Called to Serve: We are called by God to love and serve those most in need of physical and spiritual healing with the gifts and talents we have been so graciously given.	Community: We are rooted in the community we serve, offering unconditional hope, faith and love to all, with a special focus on those most in need.	Christian love: We believe in Christ's transforming and sacrificial love in very practical ways, recognizing that helping others is always costly.	Confer dignity: We value and uphold the dignity of every person we encounter.
Core Purpose	We exist to collaborate with others in bringing hope, healing, and restoration to our community as a visible manifestation of God's love for the world.			
Envisioned Future	We look forward to a time when our community is brimming with God's life giving love, where everyone feels a sense of belonging, safety, and well-being. We will be leaders in the initiative that transforms our neighborhoods through strong, collaborative relationships. We will occupy a position of influence with local governments. Our services will reflect our Christian values, and will be trendsetting in the field of community oriented healthcare. Our organizational model will be sustainable and reproducible. Our contributions to the vitality of our community will be regarded nationally as a model for population health, inspiring believers to start up similar works in communities across the globe.			
Goals	Integrate faith in all we do.	Have a financial plan that is flexible, ensures our ability to innovate, expand our reach, and retain talent.	Develop a sustainable and reproducible organizational model, rooted in our values, focused on state-of-the-art services, and adaptable to community needs.	Build strategic alliances that establish us as leaders in the field of community well-being.

**Guiding Team:** For the past year an integrated group of staff and board members has been meeting monthly for a 3-hour brainstorming session facilitated by Jan Thirlby to discern who we are, what hopes we share for the future, and how we are going to pursue them as an organization.

After clarifying our core values and long-term vision for the future we went on to develop four congruent long-range goals (known affectionately as Big Hairy Audacious Goals or BHAGs). Since then we've broken down into smaller focus groups, one for each BHAG, to develop closer-range one year and 3-5 year goals that we can actively implement, measure, and refine. We're excited about our future and are already actively at work implementing the goals we've discovered and established!



# STANDOUT VOLUNTEERS



**Deb Blanchard** We first met Deb several years ago when she was learning the ropes of MU and PCMH (ask us about these) with us as a consultant sponsored by the Monroe Plan. We became friends in the process, and she's been an invaluable helper and part of our practice improvement team as a volunteer ever since.



**John Gramlich** John has been an amazingly faithful and dedicated volunteer with Embracing Options since it opened nearly a decade ago. He continues to lead the EO Advisory Committee as its “permanent” Chair and, since his retirement last year, has been its most active men’s ministry counselor. Words can’t express our appreciation.



**Jan Thirlby** One of our Board Members, Michael Braun, took a course in program development at the Ad Council two years ago and spent hours with one of the lead instructors, Jan Thirlby, working on the structure of our ministry. Jan became more than intrigued and has been dedicating her skills to helping us with strategic planning ever since!

# STAFF LEADERSHIP

- |   |   |   |
|---|---|---|
| <b>Dr. Bill Morehouse</b><br>CEO + Medical Director | <b>Susan Morehouse</b><br>Community Outreach Director | <b>John Scruton</b><br>AHP Care Manager   |
| <b>Diane Braun</b><br>EO Webster Director           | <b>Dr. Matt Mack</b><br>Practice Improvement Lead     | <b>Dee Skelton</b><br>EO Network Director |
| <b>Dr. Karen Dalton</b><br>Ultrasound Project       | <b>Valerie Naglich</b><br>Practice Manager            | <b>Norm Welch</b><br>Controller           |
|   | <b>Michelle Preston</b><br>Ministry Administrator     | <b>Susan Kogut-Kerr</b><br>Head Secretary |
|   | <b>Ali Reeves, PA</b><br>JFM Satellite Manager        | <b>Jen Wolford, RN</b><br>Nurse Manager   |

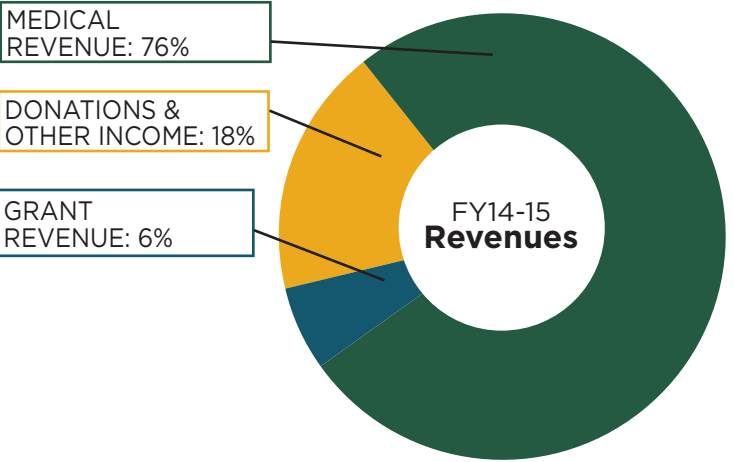
# BOARD OF DIRECTORS

- |  |   |  |
|--|---|--|
| <b>Chris Pollock</b><br>Board Chairman<br>Founder/General Manager,<br>Simplified Safety Inc. | <b>Jennifer Allen</b><br>Member<br>Operations Manager,<br>Xerox Corporation       | <b>Roy King, Esq.</b><br>Member<br>Presiding Judge (Ret.),<br>Rochester City Court |
| <b>Michael Braun</b><br>Vice Chairman<br>Director, Bring the Love,<br>Elim Gospel Church     | <b>Avik Ganguly, Esq.</b><br>Member<br>Partner,<br>Ganguly Brothers PLLC          | <b>Kerry Luddy</b><br>Member<br>Community Relations,<br>Brighton Presby. Church    |
| <b>Joshua Moody</b><br>Treasurer<br>Staff Accountant, University<br>of Rochester             | <b>Ann Geyer, CPA</b><br>Member<br>Accountant,<br>Provvidenza & Wright CPA's, LLC | <b>Rev. Mark Mills</b><br>Member<br>Pastor, Glory to Glory<br>Fellowship           |
| <b>Donna Jones</b><br>Secretary<br>Configuration Manager,<br>HCL/Xerox                       |   |  |

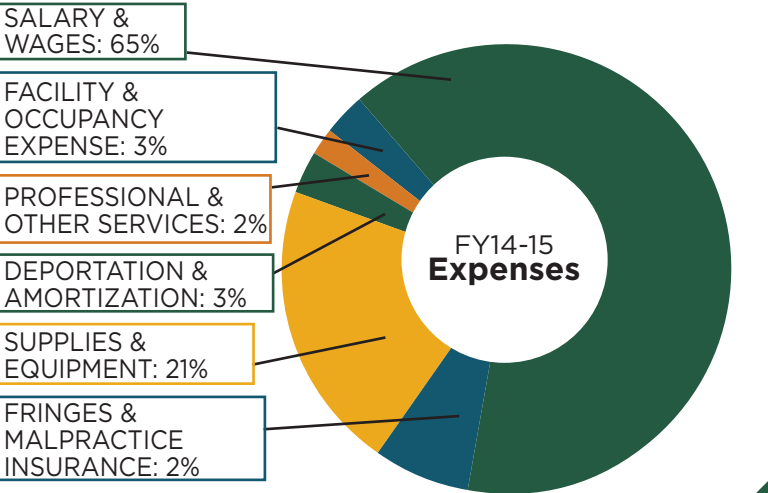


# FINANCIAL OVERVIEW

Condensed Statement of Financial Position June 30, 2015 and 2014		
	2015	2014
Cash	\$ 72,305	\$ 68,254
Accounts Receivable	\$ 175,903	\$ 190,117
Grants Receivable	\$ 12,500	---
Other Current Assets	\$ 15,667	\$ 41,152
Total Current Assets	\$ 276,475	\$ 299,523
Property & Equipment	\$ 210,081	\$ 204,879
<b>Total Assets</b>	<b>\$ 486,556</b>	<b>\$504,402</b>
Notes & Current Debt	\$ 98,305	\$ 166,082
Accounts Payable	\$ 4,279	\$ 8,590
Total Current Liabilities	\$ 102,584	\$ 174,672
Long Term Debt	\$ 173,158	\$ 185,330
Total Liabilities	\$ 275,742	\$ 368,002
Net Assets	\$ 210,814	\$ 144,400
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 486,556</b>	<b>\$504,402</b>



Abridged Statement of Operations For the Year Ended June 30, 2015 and 2014		
	2015	2014
Revenue by Branch:		
- Medical Care	\$ 999,496	\$ 811,596
- Counseling	\$ 68,931	\$ 68,475
- Community	\$ 9,298	\$ 12,664
- Admin & Other	\$ 35,079	\$ 39,231
<b>Total Revenue</b>	<b>\$ 1,112,804</b>	<b>\$ 931,967</b>
Expense by Branch:		
- Medical Care	\$ 933,952	\$ 756,904
- Counseling	\$ 72,843	\$ 74,948
- Community	\$ 7,776	\$ 20,757
- Admin & Other	\$ 31,818	\$ 54,759
<b>Total Revenue</b>	<b>\$ 1,046,389</b>	<b>\$ 907,368</b>
<b>Operation Surplus</b>	<b>\$ 66,415</b>	<b>\$ 24,599</b>



# NOTE FROM OUR CONTROLLER



Fiscal year 2014-2015 was a very active year for His Branches, Inc. – our first full year operating as a NYS licensed Community Health Center. In February 2015 we converted to a new EMR system, Medent, and began to do all of our billing under our Clinic license.

Embracing Options and the Central staff began tracking all of our donations on our new donation management software, eTapestry, and produced contribution statements for all of our generous supporters at the end of the calendar year.



Community support, grant income, medical billing receipts, and Embracing Options donations have all increased year to year. Overall expenses increased to a lesser degree by 15.3% in FY 2015, producing an operational surplus of \$66,415 which we are reinvesting in growth.

Prospects for exceeding our budgetary projections are continuing into FY 2016 in keeping with our strategic plan as we look forward to the demands and opportunities promised as we become a Federally Qualified Health Center.

*Norman Welch*  
**Norman Welch, Controller**

Full fiscal year audited financial statements can be found on our website, [www.hisbranches.org](http://www.hisbranches.org), or you may request a hard copy by calling 585-235-9000.





ARNETT BLOCK PARTY  
AUGUST 2nd  
12-4pm

ARNETT  
BLOCK  
PARTY  
AUG. 2<sup>nd</sup>  
12-4pm

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

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