



The Horizon Foundation for New Jersey

The Horizon Foundation for New Jersey

Health Center Initiative

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Overview

- About the Foundation
- Trends affecting New Jersey's health centers
- The Health Center Initiative
 - Goals
 - Scope
 - Process
 - Awards
- Video

The Horizon Foundation for New Jersey

Founding

- Created in 2004 by Horizon Blue Cross Blue Shield of New Jersey
- Independent corporate foundation funded solely by Horizon BCBSNJ

The Horizon Foundation for New Jersey

Mission

- The Foundation promotes health, well-being, and quality of life in New Jersey's communities

The Horizon Foundation for New Jersey

Goals

- Improve the health of New Jersey residents by promoting quality health care programs, prevention and wellness, and increasing access to primary health care
- Enhance arts and cultural opportunities for New Jersey residents

The Horizon Foundation for New Jersey

Grants

- 424 totaling \$16.6 million
- Health Center - 36 totaling \$4.7 million
(29% of total dollars)

Trends affecting New Jersey's health centers

- 1.3 million uninsured
- Recession causing greater demand
- Hospital closures
- Aging population
- Chronic conditions
- Undocumented patients
- Health centers operate on limited or no margins
- Health centers are resource poor
- Shortage of primary care physicians and nurses

Health Center Initiative

Goals

- Increase access to health care services for uninsured and underserved individuals
- Provide resources to enhance health center operations
- Expand services to health center patients

Health Center Initiative

Funding

- \$5 million, five-year program
- Two rounds of grants – 2006, 2008
- Grant range \$25,000 to \$100,000 annually
- Grants of one to three years
- Maximum award \$500,000 distributed over 5 years

Health Center Initiative

Eligible

- 501(c)3 Federally Qualified Health Centers
- 501(c)3 Independent health centers (e.g. Volunteers in Medicine)

Health Center Initiative

Funding Categories

- Grant funds may be used for one, or a combination, of the following:
- New staff positions
- Staff development
- Development of a specialty provider network
- Mental health and substance abuse services
- Purchase of office equipment (e.g., computers)

Health Center Initiative

Funding Categories

- Grant funds may be used for one, or a combination, of the following:
- Purchase of medical equipment (e.g., X-ray machines)
- Renovations (e.g., construction of an additional examination room)
- Community outreach and marketing
- Medication and lab fees
- Translation services
- Oral health and wellness programs

Health Center Initiative

Ad Campaign to Launch RFP

- Print ads for newspapers
- RFP posted on Foundation website
- Web banners
- Press announcement
- Direct mail to all qualifying health centers

Is your Health Center in need? We can help.

We've committed \$5 million for New Jersey health centers to expand access to care for the uninsured.

For more information, and to apply for a grant please visit www.HorizonBlue.com/foundation/hci

(Request for proposals deadline: September 26, 2008)

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Is your Health Center in need? We can help.

The Horizon Foundation for New Jersey is committed to expanding access to health care for New Jersey's 1.3 million uninsured residents. New Jersey health centers are providing quality care to the uninsured. That's why we have a \$5 million, five-year grant program to support independent and Federally Qualified Health Centers.

The Foundation has issued another Request for Proposals. For more information, and to apply for a health center grant, please visit: www.HorizonBlue.com/foundation/hci

RFP application deadline: September 26, 2008

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The Horizon Foundation for New Jersey

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Health Center Initiative

Proposal Review Committee

- Independent, volunteer committee
- Eleven members
- Knowledge of health care issues facing New Jersey

Health Center Initiative

Committee Responsibilities

- Conference call
- Review six proposals
- Provide written review and rating form for each
- Participate in meeting to discuss all proposals
- Make funding recommendation to Foundation Board

Health Center Initiative

Grantees

- Bergen Volunteer Medical Initiative in Hackensack, Bergen County
- CAMcare Health Corp in Camden, Camden County
- Cape Volunteers in Medicine/Volunteers in Medicine of Cape May County in Cape May Court House, Cape May County
- Community Health Care in Bridgeton, Cumberland County
- Henry J. Austin Health Center in Trenton, Mercer County
- Horizon Health Center in Jersey City, Hudson County
- I Beseech Thee Community Development Corporation in Freehold, Monmouth County
- Jewish Renaissance Medical Center in Perth Amboy, Middlesex County
- Metropolitan Family Health Network in Jersey City, Hudson County
- Monmouth Family Health Center in Long Branch, Monmouth County

Health Center Initiative

Grantees

- Neighborhood Health Services Corporation in Plainfield, Union County
- Newark Community Health Centers in Newark, Essex County
- North Hudson Community Action Corporation in West New York, Hudson County
- Paterson Community Health in Paterson, Passaic County
- Providence Medical Clinic in Neptune City, Monmouth County
- Southern Jersey Family Medical Centers in Hammonton, Atlantic County
- United States Catholic Conference/St. Luke's Catholic Medical Services in Camden, Camden County
- Visiting Nurse Association of Central Jersey Community Health Center in Asbury Park, Monmouth County
- Volunteers in Health/Parker Family Health Center in Red Bank, Monmouth County
- Zufall Health Center in Dover, Morris County

For more information:

www.Horizon-bcbsnj.com/foundation

