



## Personal Story

### We Are on the Same Team

By Hong Chartrand

I first met Dr. Jed Maddela (right in the photo) at the Diversity and Inclusion Summit hosted by Mountain Park Health Center (MPHC), a federally-qualified health center providing comprehensive primary care, accessible to anyone regardless of insurance status in Maricopa County, Arizona. He shares his experiences working with patients from diverse backgrounds, thoughts about primary care, and his passion for medical education.

“I place a lot of value in prioritizing cultural sensitivity,” said Dr. Maddela when asked about the diverse urban population he serves. “When treating patients from various backgrounds, certain skills develop that are not easily taught in textbooks, making you invaluable to your community.”

Dr. Maddela is a Filipino-American, born in the Philippines and raised in The Bay Area of California. Unlike many Asian-Americans, he does not shy away from expressing his opinions. It was even more surprising to me that he played college basketball at the University of California (UC), Davis as a point guard which is a position often thought of as the floor leader. At first impression, Dr. Maddela looked more like a kung-fu master, fit and of average Asian height.

Before medical school, Dr. Maddela received two Bachelor of Arts degrees in the fields of Psychology and Exercise Science on the path to become a sports psychologist. His mother, a semi-retired pediatrician with over 30 years of experience, encouraged him to first give medical school a try, stating he can always venture in to sports psychology afterwards. He listened to his mother and has enjoyed medicine ever since. One reason may be the fact that during his first year of medical school, he met his future wife and after a 7-year relationship, they got married in the Philippines in 2009. More recently, the young couple has welcomed a healthy and vibrant newborn son. It is no surprise that family and health are top priorities for Dr. Maddela. In fact, he comes from an extended family of various health professionals. *(Continued on page 6)*



## Supporting the Community Health Worker Movement in Arizona

By Yanitza Soto

Community Health Workers (CHWs) are identified as valuable resources within their own communities. The range of their responsibilities including outreach and community mobilization, case management and care coordination, home-based support, health promotion, system navigation, and community/cultural liaison. CHWs impact the communities they serve by building up community capacity and empowering clients. They are not only knowledgeable about the community but have a profound awareness of the health and social needs and resources that are available. CHWs have recently been referred to as “healthcare extenders” who are the link between health and social services and the frontline line public health worker.

The role of CHWs has a history in Arizona dating back to the 1960s with the *Promotora* model in Yuma, Arizona. Similarly, the use of Community Health Representatives in the tribal communities also represents a strong history in our State. CHWs are known by a variety of job titles including; patient navigator, community health advisor, *promotora*, public health aide, community health representative, health educator, and outreach worker to name a few. Although the CHW movement has been gaining traction in recent years in the U.S, it has been a thriving occupation world-wide. In recent years, it has become imperative to umbrella this occupation under the title CHW to allow for a common



Community health workers with the Health Start program.

understanding and recognition of the essential work that is being done by these professionals every day in their practices and competencies.

CHWs work in clinical settings as part of a medical team with doctors, nurses, medical assistants and behavioral health professionals or they can also work for community-based organizations, local health departments, and federally qualified health centers (FQHCs). Additionally, CHWs provide culturally appropriate services and increase community empowerment by providing interventions to a variety of targeted populations including: pregnant and post-partum women, persons with chronic diseases and cancer.

Health Start is one particular CHW program in Arizona that has been in existence since 1998. The program once named *Un Comienzo Sano* was supported by the University of Arizona Rural Health Office. Today Health Start is a state-funded program operating in 11 counties statewide. CHWs who work in the Health Start program provide education, support and advocacy for pregnant and post-partum women through their child’s second year of life. By addressing the need to promote access to prenatal care and improve birth outcomes, this intervention increases wellbeing of women, children and families in AZ.

Diana Martinez is a Patient Navigator for Chronic Diseases for *Platicamos Salud* at Mariposa Community Health Center, an FQHC in Nogales, Arizona. When asked how she believed her program helps people, Diana replied, “When we receive referrals from Doctors’ offices. It’s because patients in the community don’t know where to go for classes for chronic disease, so we work as a team for the patient and we are able to help them.”

CHWs embody the unique quality of understanding the social and economic conditions that impact the health and wellness of the communities they serve, therefore bridging the gap for a comprehensive approach to public health.

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### Arizona Health Disparities Center

**Mission:**

To promote and protect the health and well being of the minority and vulnerable populations of Arizona by enhancing the capacity of the public health system to effectively serve minority populations and reduce health disparities.

**Vision:**

**Health equity for all**

We envision a state where each person has equal opportunity to prevent and overcome disease and live a longer, healthier life.

**Contact:**

Arizona Health Disparities Center  
Bureau of Health System Development  
Arizona Department of Health Services  
150 North 18th Ave. Suite 300  
Phoenix, AZ 85007  
602-542-1219  
602-542-2011 fax  
<http://www.azminorityhealth.gov>



## Virginia Warren Received National Award for Her Leadership and Mentorship in Cancer Control

Virginia Warren (center in the photo), Cancer Control Office Chief at Arizona Department of Health Services, was awarded the 2014 Carol Friedman Award for Extraordinary Leadership and Exemplary Mentorship in Comprehensive Cancer Control during the Centers for Disease Control and Prevention (CDC) Annual Meeting in Atlanta in August. The award is named for Dr. Carol Friedman, CDC's first Comprehensive Cancer Control Branch Chief and a tireless advocate for the underserved. Virginia was selected as this year's award winner for her exemplary work within the Arizona Comprehensive Cancer Control Program and the HealthCheck Programs. Additionally, her efforts in establishing and maintaining



partnerships and collaborative opportunities in the community were key to her selection by the committee. Virginia was one of the founders of the Annual Tribal Collaborative Conference which is in its eighth year. This conference is held to promote joint planning and collaborations across Arizona tribes receiving CDC funds for Cancer Prevention and Control. Virginia was nominated by Dr. Francisco Garcia, Director of the Pima County Health Department, and Sharlene Bozack of the American Cancer Society Cancer Action Network. She is a tireless mission worker and serves as an inspiration to leaders across the nation. ♦

## Apply for Educational Loan Repayment

The [Arizona State Loan Repayment Program](#) (SLRP) aims to promote the recruitment and retention of health care professionals in underserved areas of the State. Administered by the [Arizona Department of Health Services, Bureau of Health Systems Development](#), the SLRP repays up to \$40,000 of the provider's qualifying educational loans in exchange for an initial two-year commitment to provide primary care services in a federally designated [Health Professional Shortage Area \(HPSA\)](#) or an [Arizona Medically Underserved Area \(AzMUA\)](#) of the State. To find out if you qualify, click [here](#). For more information, please contact Ana Roscetti at 602-542-1066 or email at [ana.lyn.roschetti@azdhs.gov](mailto:ana.lyn.roschetti@azdhs.gov). Apply for loan repayment at the following link: <http://www.azdhs.gov/hsd/workforce/alrp/loan-repayment-application/apply-for-repayment.htm>. ♦

## AZ's Sliding Fee Scale Healthcare Clinic Finder

Arizonans who don't have health insurance can get affordable healthcare at one of Arizona's 354 [Sliding Fee Schedule](#) health clinics. These clinics offer discounted fees for services to persons without health insurance. The Arizona Department of Health Services [Bureau of Health Systems Development](#) just updated the current list of [primary care](#), [dental](#) or [behavioral](#) healthcare providers by building a [web-based map](#) and a download/printable list that includes each clinic's website and contact information.



The interactive map allows you to find the nearest facility by entering your address or zip code in the search bar. To learn more about Sliding Fee Schedule clinics, please visit the [Sliding Fee Schedule](#) website. ♦

## National Health Service Corps Expands the Primary Care Workforce in Communities That Need Them Most

The U.S. Department of Health and Human Services Secretary Sylvia M. Burwell announced that because of the Affordable Care Act (ACA), \$283 million has been invested in the National Health Service Corps (NHSC) in fiscal year 2014 to increase access to primary care services in communities that need it most. More than 9,200 Corps clinicians are providing care to approximately 9.7 million patients across the country.

The NHSC provides financial, professional and educational resources to medical, dental, and mental and behavioral health care providers who bring their skills to areas of the United States with limited access to health care. Since 2008, the number of primary care providers in the NHSC has more than doubled through the Recovery Act and the ACA. Grants to states through the NHSC State Loan Repayment Program have increased nearly 50 percent.

In addition to Corps clinicians currently providing care, approximately 1,100 students, residents, and health providers in the NHSC pipeline are in training and preparing to enter practice. Doctors in the first class of the NHSC Student to Service (S2S) Loan Repayment Program (LRP) are completing their residency training in 2015; their entry into service will double the number of new physicians entering the workforce from the Corps pipeline.

As of September 12, 2014, there were 302 LRP participants, 34 scholarship participants and 933 NHSC certified sites in Arizona.

For more information about NHSC programs, please visit [NHSC.hrsa.gov](http://NHSC.hrsa.gov) or contact Ana Roscetti at 602-542-1066 or email at [ana.lyn.roschetti@azdhs.gov](mailto:ana.lyn.roschetti@azdhs.gov). ♦

## Emergency Preparedness: Understanding Physicians' Concerns and Readiness to Respond

The Centers for Disease Control and Prevention Clinician Outreach and Communication Activity (COCA) helps to strengthen the emergency response capability by 1) disseminating evidence-based health information and public health emergency messages to clinicians, 2) collaborating with clinicians to develop communications strategies that support health risk reductions opportunities during public health emergencies, and 3) providing and promoting emergency preparedness and response training opportunities for clinicians. In February of 2013, COCA conducted a poll to help better understand the state of physician readiness and examine the knowledge, attitudes, and behaviors physicians have about emergency preparedness and trainings. The poll provided reassuring news about most physicians (56-61%) consider themselves to be preparedness to handle a major outbreak or natural disaster and highlighted three major actions physicians can take to build medical readiness across the healthcare system.

According to the poll, the following steps help promote readiness:

- Increase training related to all-hazards emergency response, including response to CBRNE (Chemical, Biological, Radiological, Nuclear, and Explosives) incidents;
- Actively engage in emergency preparedness planning and participate in exercises across both inpatient and outpatient settings;
- Incorporate patient emergency preparedness education into routine clinical visits.

For additional resources and information related to the results of the poll ([click here](#)) and visit <http://emergency.cdc.gov/cocal>. ♦

## Supporting the Community Health Worker Movement in Arizona

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As our nation continues to increase recognition and support of the CHW labor force within the public health domain, Arizona has gained momentum in the movement as well. For the first time the Arizona Department of Health Services has hired a Community Health Worker Program Manager, Yanitza Soto to focus efforts on providing technical assistance to internal and external partners who are supporting and developing the CHW workforce.

"I will also focus efforts in establishing a CHW workforce Advisory Board," said Yanitza. "The Advisory Board will strive for continued recognition of CHWs in Arizona focusing on workgroups including awareness and credibility, workforce development and sustainability. These workgroups have been established through the statewide CHW Coalition that has current membership of over 100 statewide stakeholders who support this workforce development. "

The Arizona Community Health Outreach Worker Network (AzCHOW) has supported the sustainability of the CHW workforce in Arizona for over 20 years. The network will be presenting at the upcoming American Public Health Association 2014 National Meeting in New Orleans, Louisiana with focus on "Experiences Among a Diverse State Coalition Working Towards the Recognition of Community Health Workers as an Official Workforce in Arizona."

For more information, please contact Yanitza Soto at [Yanitza.soto@azdhs.gov](mailto:Yanitza.soto@azdhs.gov) or (602)542-8261. ♦



A community health worker speaking with a community member at her home.

## We Are on the Same Team

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Phoenix became his destination for residency after he fell in love with its weather when UC Davis competed against Grand Canyon University each year in the winter from 1999-2002. Dr. Maddela laughed, “Of course, summer is a different story here.”

Dr. Maddela completed a family medicine residency at Scottsdale Healthcare in 2010 and has been with MPHC over three years. With over 1,700 patients are under his care, his simple goal with each patient is to build a trusting and therapeutic patient-provider relationship. He sees *listening* as an important skill for family doctors to have. “After greeting my patient, I always sit down first, and then I listen... initially taking a passive stance before delving into the exam and treatment plan.” When asked about his philosophy in treating patients, he said, “I tell my patients that we’re on the same team with the ultimate goal of optimizing their overall health.”

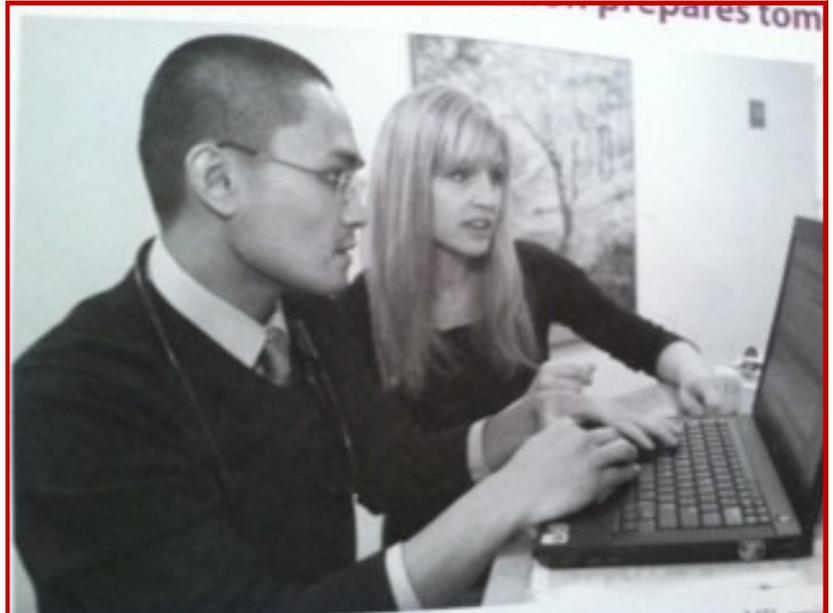
Dr. Maddela’s efforts have won respect from his patients.

“When I came to Mountain Park Health Center a few years ago, my health was at an all-time low. I experienced medical care totally different from other clinics,” said one patient. “Dr. Maddela treated me like a human being who needed a caring, qualified physician. ... He took his time, never rushing to get to the next patient. He always listened to how my life experiences and health issues were affecting me.”

In addition to his medical practice, Dr. Maddela serves on the Board of Directors for MPHC’s Foundation which raises money to assist in the clinic’s vital operations. He is also an Assistant Director of the Doctoring Curriculum at the University of Arizona, College of Medicine - Phoenix Biomedical Campus. “It brings me great joy to teach future doctors,” gleaned Dr. Maddela. “Physician educators play a role that can be likened to that of nurturing trees in our environment. Not only do these physicians nurture their own patients, they also indirectly impact the lives of the patients their students will eventually care for after graduation. In this sense, the branches of their ‘giving tree’ grow stronger and reach out further through the success of each student

they inspire and influence positively.”

It is a long journey to become a medical doctor. It is quite a journey to be a medical doctor who enjoys trusting relationships with his patients and inspires stu-



dents to do the same. We hope Dr. Maddela’s giving tree grows bigger and bigger as he continues to team up with students and patients to optimize the health of our local communities.

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If you would like to support Dr. Jed Maddela’s work, you may make a donation to The Mountain Park Foundation by visiting [www.mountainparkhealth.org](http://www.mountainparkhealth.org). To contact or hear more from Dr. Maddela, you can follow him on Twitter@jedmaddela. ♦



Give a man a fish and you feed him for a day; teach man to fish and he’ll eat forever.

— Chinese Proverb

## Publications of Interest:

### Video Showcases Professional Medical Interpreting

It is a great introduction to how medical interpreting works in hospitals, with several story-vignettes.  
<https://www.youtube.com/watch?v=9JLytaKjceU>

### The State of Health Equity Research: Closing Knowledge Gaps to Address Inequities

More than 2,000 abstracts between 2007 and 2011 were analyzed to understand where research is taking place, who's funding it, what gaps exist in the populations being studied and to assess trends in the funding of solution-focused health equity research.  
<https://www.aamc.org/initiatives/research/healthequity/402654/closingknowledgegaps.html> ♦

## Funding Opportunities:

### Innovating Worthy Projects Foundation Grants – Deadline: December 31, 2014

*Purpose:* To provide financial support for the structuring, development or modification of special needs children's programs. This program supports organizations dedicated to developing innovative programs, disseminating ideas, and/or providing direct care or services to children with special needs, acute illnesses, or chronic disabilities.  
*Eligible Applicants:* Local Government, Non Profits, Schools/School Districts, and State Government  
*Contact:* (305) 861-5352 or [Info@IWPF.org](mailto:Info@IWPF.org)  
<http://iwpf.org/>

### Cigna Foundation: World of Difference Grants – Deadline: Open

*Focus:* children's wellness, women's health, senior care, health equity  
*Eligible Applicants:* Non-profit organization  
<https://secure14.easymatch.com/cignagive/applications/agency/default.aspx?Skip=landingpage&ProgramID=2> ♦

For more information about funding opportunities, publications of interest and events of interest, please visit [www.azminorityhealth.gov](http://www.azminorityhealth.gov). ♦

## Events of Interest:

### 8th Annual Conference on Health Disparities: Reducing Health Disparities Through Sustaining and Strengthening Health Communities

*Dates:* November 5 – 8, 2014  
*Location:* The Westin Long Beach, CA  
<http://www.nationalhealthdisparities.com/2014/index.php>

### 4th Annual LGBTQ Southwest American Indian Rainbow Gathering – Mind. Body. Spirit. Healthy In our Communities

*Date:* November 21, 2014  
*Time:* 8:00 am – 5:00 pm Arizona Time  
*Location:* First Congressional United Church of Christ, 1407 N. 2nd Street, Phoenix, AZ, 85004  
[www.swairg.org](http://www.swairg.org)

### Building the Next Generation of Healthy Communities

*Sponsored by:* the Association for Community Health Improvement  
*Dates:* March 4 – 6, 2015  
*Location:* Hilton Anatole, Dallas, TX  
<http://www.healthycommunities.org/Conference/index.shtml>  
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## Editor's Note:

The *AHDConnection* is published quarterly on January 31, April 30, July 31 and October 31. We are looking for community stories and other leads that are related to efforts to reduce health disparities in Arizona. Because of space limitation, each submitted community story should not be more than 500 words. Ideas for community stories are also welcome. Our deadline is the 15th of month prior to the publication date. Please email articles or ideas to the editor at [hong.chartrand@azdhs.gov](mailto:hong.chartrand@azdhs.gov). ♦

