



Redwood Coast Medical Services

Summer 2017 Newsletter

Providing quality healthcare to the coastal communities of Mendocino and Sonoma Counties since 1977.

CELEBRATING 40 YEARS

Redwood Coast Medical Services

Our History



RCMS at Stewarts Point 1977

One fateful day on the front steps of the Stewarts Point Store. Bus Richardson, Joe Griffin, Sylvia Moore, and Pauline Satur were discussing the lack of medical care in the area. The only doctor in the area had just announced he was leaving. That discussion led to The

Group to Organize Coast Medical Services which formed in November 1976. Only seven people attended the first meeting.

Within a year, Redwood Coast Medical Services was conceived and produced by a group of residents, including the original four, who assessed the need, surveyed the population, were granted state funding, found a physician, and hired a staff.

It was not easy then, and it never has been easy, for the nonprofit rural health clinic to make ends meet. Personalities, community differences, politics, and turf battles influenced early decisions.

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Gualala Health Center
46900 Ocean Drive
Gualala, CA 95445
707-884-4005

Point Arena Health Center
30 Mill Street
Point Arena, CA 95468
707-882-1704

Point Arena Dental Center
175 Main Street
Point Arena, CA 95468
707-882-2189

The Sea Watch Center
39150 Ocean Drive, STE 3
Gualala, CA 95445
707-884-4005

Redwood Coast Medical Services

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RCMS's location has changed several times over the last 40 years. During the early years, when The Sea Ranch was in its early stages of development, Dr. Jack Woodruff's house on Highway 1 just north of Moonraker Road was used as a temporary site. The early RCMS Board of Directors considered a few other sites for a permanent clinic; the current ICO site in Gualala and the sited depicted in the photo at Stewarts Point. Parking



was a topic of concern for the Board members.

RCMS's first physician, Dr. Donovan Cooke, used Dr. Woodruff's house as our clinic.

Temporary facility at Stewarts Point 1977

Don Jacobs, a local architect, offered renderings for each location. Parking was a topic of concern. The Board wanted to ensure there was ample parking at each location. They wanted at least eight parking spots for our patients. It is easy to see how far we have come since those conversations.

The debate on location took more time than anticipated as everyone had strong opinions. The California Rural Health sent a letter stating that unless the clinic was built in Stewarts Point, the original designated location, it would not be funded. The Richardson's had already offered to donate the land at the corner of Highway



RCMS at Stewarts Point

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Community Resources Connection

A Brief History

Community Resources Connection (CRC) was conceived in the mid-90s by Adele Pilsk and Doris Buck. With the help of countless volunteers CRC was started in 1999 as a telephone referral source aimed at helping seniors, people with disabilities, troubled teens, and others in need of assistance or information of any kind. They hoped to have CRC function as a one-call clearing center from its location in the Druid's Hall in Point Arena. This spirit of community volunteerism is what still drives CRC.

The mission of CRC is to provide a helping hand with rides or referrals to people in need in our local coastal community, regardless of age or financial situation.

Neighbors helping Neighbors

This is the core tenet of our organization. Our volunteers are passionate about helping our community.

CRC provides telephone referrals by volunteers who are trained to ask the client about their specific needs in a professional and confidential manner. Based on the information provided, CRC can refer professionals, tradespeople, or volunteers to provide the services requested. These are the same goals Adele and Doris envisioned.



Providing transportation to our community is the core service of CRC. The office volunteers match clients with qualified volunteer drivers. Our service area is Timber Cove to Irish Beach with rides that are local to rides to Fort Bragg or Santa Rosa. We also offer a weekly van ride on Thursdays to Santa Rosa. Our purpose is to help those who need a helping hand.



CRC could not exist without our dedicated volunteers. Our volunteers provide the professional office assistance or are drivers. Some are both! CRC



gives our volunteers the flexibility to drive our clients locally or further. Many combine a trip to Santa Rosa for shopping and errands with a CRC client.

We are proud that we have volunteers who have been with CRC for over 15 years. We are grateful to all who use our services and to those volunteers who provide those services!

If you are interested in volunteering as a driver or office help, please contact Deborah Lane, dlane@rcms-healthcare.org or 707.884.9215.

Thank You!!!

Thanks to Our Employees

All of us at RCMS take great pride in serving our community in Point Arena and Gualala. Our heartfelt thanks go to all our employees for their continuing hard work and commitment to RCMS and our patients.

Thanks to Our Volunteers

Our all-volunteer Board of Directors is a vital part of RCMS, and without the assistance of the Board and Committee Members in day-to-day operations, many of our projects could not be undertaken. Specially trained volunteers are also active members of our Shamli Hospice team, run our grief support program, facilitate at caregiver support meetings, assist at exercise classes, and provide help and respite care to severely ill, home-bound patients and their caregivers. Our CRC volunteers provide professional office support to arrange rides and services for our clients and our drivers provide rides in their private vehicles or our CRC van. Thanks to all who give their time to RCMS and help so many in our community.

Thanks to Our Partners in Health

We are fortunate to have so many groups and organizations working to improve the health and well-being of this community. Thanks to our area healthcare providers and health facilities, Equinox, Coast Life Support District (CLSD), Community Resources Connection (CRC), South Coast Seniors, Good Buy Clothes, Action Network, The Point Arena Medical Board, The Angel Fund, and Arena Pharmacy. Special thanks to St. Orres Restaurant for hosting our annual A Spring Evening at St. Orres in support of Shamli Hospice every year! Special thanks to Surf Super, Gualala Super, The Gualala Arts Center, Trinks, Four-Eyed Frog Bookstore, and everyone else in our community for their continued support.

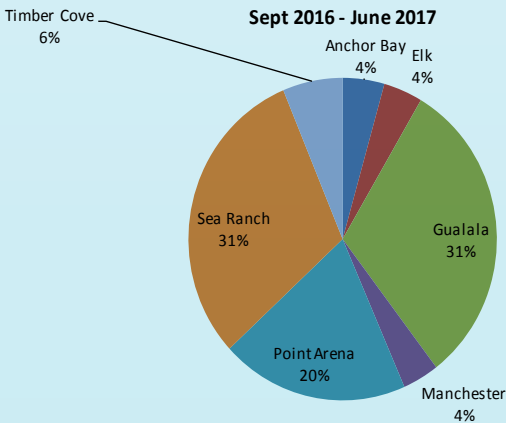
And, Thanks to You!

Running a rural community health center is a complex and costly operation. Bureaucracy and regulatory requirements are increasing every year causing additional workload for many of our staff. Your continuing support is greatly appreciated!

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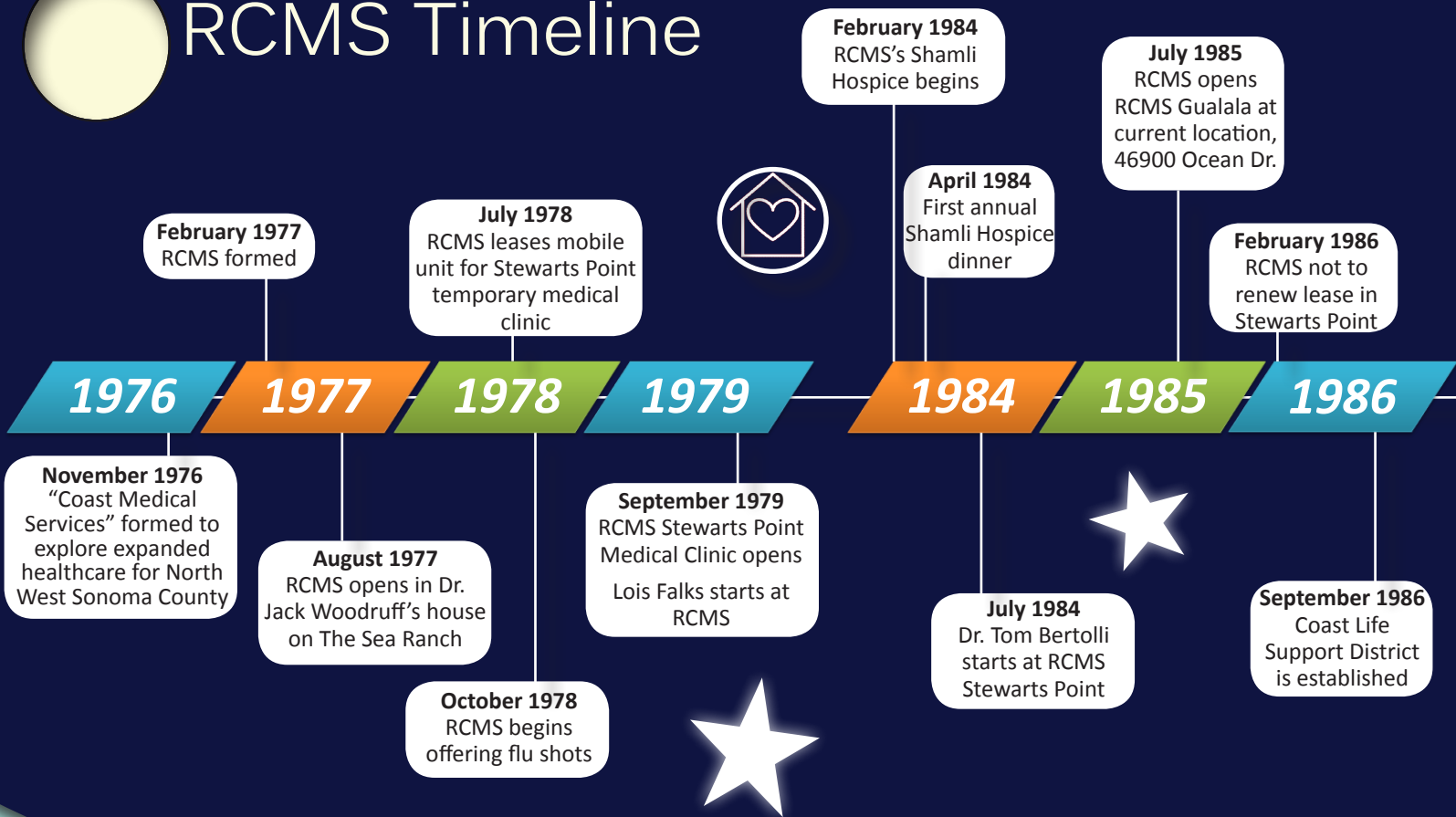
Where our Rides Come From

Sept 2016 - June 2017





RCMS Timeline



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One and Stewarts Point Rd. Don Jacobs designed the building, JK Richardson and Jay Baker built the building, sewer systems, and parking areas, Matt Sylvia brought the water system up to state requirements. The cottages across the street from the site were used on an interim basis and replaced by a mobile clinic until opening day in September 1979.

Before the clinic was even completed some board members were already planning a move to Gualala. RCMS officially moved from Stewarts Point to its current location at 46900 Ocean Drive in Gualala on land owned by Ida and John Bower in July 1985. RCMS operated the clinics at Stewarts Point and Gualala until mid-1986.

The current Gualala building was built as a small office building built and owned by John Bower. RCMS then remodeled and expand the facility to increase services offered to our community.

donated labor and money to create the clinic as we know it now.

All California Rural Health Clinics lost State and Tobacco Fund funding in 1999. However, because we were fortunate enough to receive Federal Funding from the Bureau of Primary Health Care in 2000 as well as the proceeds of an urgent care related parcel tax implemented by popular vote we were able to continue to make health care available in our community seven days a week.

The Point Arena Medical Center Board (PAMCB) operated the Point Arena Medical Clinic separately from RCMS. In 2000 they received a \$1 million donation from the late Alvina Cerruti to improve healthcare resources in the Point Arena community. PAMCB used this donation to build the Cerruti



Point Arena Medical Center



RCMS Gualala 1985

July 1997
Diane Agee
becomes CEO



March 2018
Be Our Guest returns

1990

1997

2003

2018

June 1990
Ida and John Bower
offers to sell and
finance Gualala
building and land

August 2003
New dental building
opens in Point Arena,
services provided by
RCMS



RCMS Point Arena Dental Office

CELEBRATING 40 YEARS

Building at 175 Main St in Point Arena, the current RCMS Dental Office. To better serve the Point Arena community and our community at large, PAMCB partnered with RCMS to staff the Point Arena dental clinic.

Our successful partnership with PAMCB lead us to create the same arrangement for medical services in the Fred Morgan building at 30 Mill St, Point Arena. RCMS improved the existing medical building. PAMCB owns the building and is staffed by RCMS.

From our humble and small beginnings, we are proud that we still have three of our staff from the Stewarts Point days:

Lois Falk, FNP – started Sept 1979
Kathy Hall, billing manager – started 1979
Tom Bertolli, MD – started July 1984

They have been helping steer RCMS from the past to the future. We couldn't have done this without their unwavering commitment to RCMS.

We have other staff who have been with us for over 15 years: Julie Miller, MA – 25 years; Therese Zettler, Front

Desk – 23 years; Diane Agee, CEO – 20 years; Robin Newhall, LVN – 15 years; and Roberta Rams, DDS – almost 15 years. Our entire dedicated team have made us who we are today.

Looking back at our past shows us how far we have come as a community. From the steps of Stewarts Point Store to our medical and dental clinics in Point Arena and our medical clinic in Gualala. We have seen how much has changed and how much has stayed the same. We are still challenged by:

Hiring staff
Finding housing for staff
Urgent care
Our aging population
Assisting our home bound patients.

As we look back we see how far we have come and we will continue to look to our future.

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How Can You Help?



Volunteer opportunities

CRC is looking for volunteer drivers and office staff. Drivers have the flexibility to drive locally, our weekly van run to Santa Rosa, or a combination. Please contact Deborah Lane at RCMS, dlane@rcms-healthcare.org or 707.884.9125 for more information.

Be Our Guest is coming back! We are looking for volunteers to plan, organize, and help the day of the event. Currently scheduled for March 2018. Please contact Dawn McQuarrie at RCMS, dmcquarrie@rcms-healthcare.org or 707.884.9434.

Donate

Monthly or once a year, every dollar helps us help our community. We also accept goods to be used in our auctions for Shamli Hospice and Be Our Guest. You can decide how you want your donation used.

Remember us in your will. Legacy gifts will help us in the years to come.

Join our Leadership Circle. Donors of \$1,000 or more per year sustain our work and help us address challenges.

Housing

Help us recruit staff our clinics and community need. The tight housing market makes it hard for us to find rental housing for our staff. Are you looking for the right tenant? Help RCMS help you with the a tenant who is here to help our community.

Want to help our student residents on their two week rotation with RCMS? Consider opening your home for two weeks and show what makes our community so special!

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In 1979, when Past President and cofounder Sylvia Moore handed her gavel to her successor she said:

"...timid beginnings, sure confidences, passionate maelstroms, generosity of all kinds, self-questioning, helping hands, silent prayers, false starts, and renewed determination; over and over we struggle to reach our goal of helping us all to live each day with joyous health. RCMS is strong because you are strong."



Helicopter landing at Stewarts Point 1979

Technology

The improvement to broadband in our service area has aided our ability to utilize telemedicine. Currently, Primary Care and Behavioral Health utilize telemedicine to access specialists. We are now teaming with Santa Rosa Memorial Hospital and Coast Life Support District by establishing Mendonoma Health Alliance (MHA). MHA is in the planning stage of increasing our use of tele-medicine to enhance our capacity to correctly diagnose and treat our patients. This is will increase our capacity to access specialists who work outside of our community, thereby helping to reduce the need for ambulance or helicopter transport to district hospitals.

We continue to innovate and use technology to better our services now and for the future.

www.rcms-healthcare.org

July 1, 2016 - June 30, 2017

Rich and Connie Schimbor
Wilhelm and Barbara Schnieders
Robert Schwein and Vicki Talbot
Bruce and Trudie Scott
Sandy Scott
Jerre and Joyce Sears
Karen Serratori
Mitch and Ruth Shapiro
John Sheafe and Kathleen Nangle
Larry and Margaret Shelmut
Greg Shewell and Dawn McQuarrie
Colleen Shumway
Peter and Mary Sidell
Al and Joyce Sieglind
Frank Sinerat and Sandra Brewer
Joel and Susan Sklar
Robert and Elaine Sloss
Coleman
Barbara and Barbara Smith
Howard and Mary Snook
Bill and Sara Snyder
Jennifer Sorensen
Richard and Ellen Soule
Dorothy Spalding
David and Marcia Sperling
William and Carole Spiegelhalter
Frank Spurlock and Lisa Quagliaroli
Fred Stange and Denny Good Pitkzer
State Farm Companies Foundation
Robert Stein and Jessica Pers
Arnold and Susan Steinman
Grace Steurer
Burt Stitt
James Stockton and Karen Tucker
William Stokely and Jana Hunter
Mary Kay Stolz
Walter Stornetta Ranch
Lynn Suer
James and Mary Suhr
Joel Summers and Kathleen Urbelis
John Sutherland and Monica Salusky
Carl Sutter
Alan and Victoria Talkington
Manny and Lois Talkovsky
Diane Tauber
Melody Tennant
Beverly Thayer
The Gualala Group
The Sea Ranch Association
Keith and Jolley Thomas
Arthur and Gail Thompson
Beverly Thompson
Robert Thompson
Kenneth and Ellen Thompson
Richard and Kristine Thumure
Henry and Kathy Thornehill
Robert and Carolyn Thrall
Dale and Barbara Thrush
Leslie Tittle
William Toaspern
John and Fran Torquinst
Karen Tracy
Mark and Cathy Trione
Diane Trombetta
Edward Tunheim and Merry Marsh
Peter Turner
Dave Turner and Peggy Kingman
John and Patricia Twardy
John and Janet Tweedie
Bob and Polly Upshaw
Bob and Marcia Valentine
Paul and Charan Van Noord
Mark and Deborah Vanderwoude
John VanDyke and Laura Chene
Bob and Amy VanSooy
Florence Vargas
James and Lucille Vickery
Kenneth Wachter and Bernadette Bell
Dennis Wagstaffe
Mary Wall
Sharley Wallander
Walter and Tori Watson
John Weinstein and Heidi Stewart
Allie Weissman
Richard and Carol Westrich
Stephen and Suzanne Whitaker
Tom White and Leslie Scalapino
Bill and Sandra Wiemeyer
Eric and Karen Wilder
Patricia Wilson
Rich and Karen Wilson
Patrick and Cynthia Wilson
Tony Wilson
Carl Wimbeg
Mike and Cindy Winter
Vikki Wolff
Samuel Wright and Lisa Wiggins
Harriet Wright
Clay Yale and Laura Cortright
Bob and Judi Yeager
Walt and Jan Zambas
Pauline Zamboni
Richard and Anne Zampa
Carl Zierman and Linda Roffelsen-Zierman
Ralph Zimmerman and Cynthia Segal
Brian and Susan Zita
Edward and Naomi Zohman
Joe and Carole Zukin

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Save the Date

Upcoming RCMS Events

Leadership Circle Celebration

More details to follow

Community Wellness Resource Fair

March 2018

For more information e-mail Karen Wilder

kwilder@rcms-healthcare.org

Be Our Guest!

March 2018

Volunteers and committee members needed

For more information e-mail Dawn McQuarrie

dmcquarrie@rcms-healthcare.org

For more information visit

www.rcms-healthcare.org

or contact dmcquarrie@rcms-healthcare.org

707-884-9434