

Extraordinary  
Times.

Exceptional  
Care.



## Dear Friends,

You've witnessed it yourself – 2020 was year like no other. At Crossroad, we were tested in ways that we had never experienced in our nearly three-decade history. And daily, we were reminded of why we exist – to care for those in our community most in need, many of whom were severely affected by Covid-19.

Like other community health centers across the country, Crossroad served on the front lines of the Covid-19 pandemic. While we continued to creatively adapt to its many challenges, it still had a significant impact on our staff, our patients and the way we delivered care. We faced a surge of patients who urgently needed Covid-19 screening and treatment, and focused on providing them with the best possible care. At the same time, we continued to offer a full array of primary care services to all our patients, who still needed immunizations, annual checkups, health screenings and more to ensure their good health.

To keep staff and patients safe, our health care providers conducted as many visits as possible using telehealth. By seeing fewer patients face to face, we decreased the risk of infection and better handled the growing demand for services at all sites. Telehealth also made it easier for patients to receive care from the comfort of home, without worrying about transportation or coming into contact with other sick people.

Even in a challenging year, there is good news to share. Our unwavering focus on high quality during the most difficult of circumstances earned us high marks from HRSA, an agency of the U.S. Department of Health and Human Services. And we remained on strong financial footing. We were fortunate over the past year to

receive a government grant and a Paycheck Protection Program loan. This extra infusion of cash meant that we were able to continue providing the outstanding care that our patients expect and deserve, while retaining all employees.

Despite the unique challenges posed by the past year, we held firmly to our mission as we cared for the nearly 13,000 children and adults who call Crossroad their medical home. Looking back on the events of last year, it is astonishing how much we were able to achieve against daunting odds. We could not have achieved any of this success without the staff, board members, volunteers, donors and community partners who kept us vital in 2020. I must especially acknowledge our staff's dedication to our patients in the most stressful of times. We are also blessed to have such a strong network of compassionate supporters, who helped Crossroad exceed expectations of what we could accomplish in the face of overwhelming obstacles. I thank you for all that you do in the name of Jesus to allow us to provide healing and holistic health care to our patients, even during a most extraordinary year.



With deep gratitude,

*James J. Berrens*

James J. Berrens, CEO

## SERVING OUR COMMUNITY

Crossroad transforms lives across our community through accessible and high-quality primary health care services. Our five sites in Greater Cincinnati and Harrison create trusted medical homes for thousands of underserved children and adults.

Our services include primary and preventive care, gynecological and prenatal care, behavioral health counseling, care for illnesses, immunizations and medication-assisted treatment for alcohol and opioid addiction.

To serve the medical needs of elementary students and their families, we partner with Rothenberg Preparatory Academy and Taft Elementary School to offer a full range of health care services through school-based health centers. Taft is also open to the greater community and provides health care to people of all ages.

## SENIOR LEADERSHIP

James J. Berrens, CPA, *Chief Executive Officer*  
Timothy Vale, *Chief Financial Officer*  
Elizabeth Platte, *Chief Operating Officer*  
Christine O'Dea, MD, *Chief Medical Officer*

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1 Over-the-Rhine  
5 E. Liberty Street  
Cincinnati, OH 45202

2 Western Hills  
2170 Anderson Ferry Road  
Cincinnati, OH 45238

3 Harrison  
10450 New Haven Road  
Harrison, OH 45030

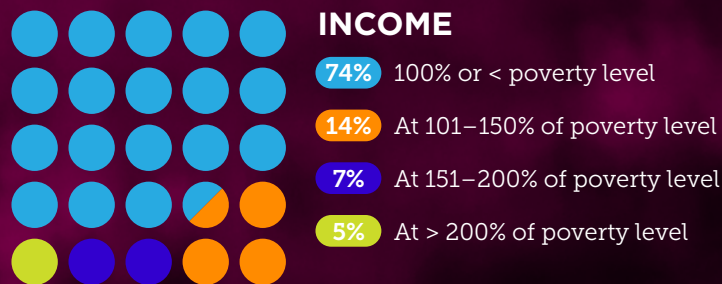
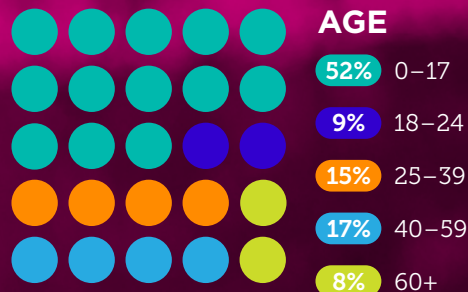
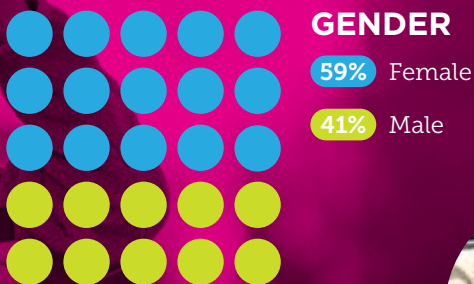
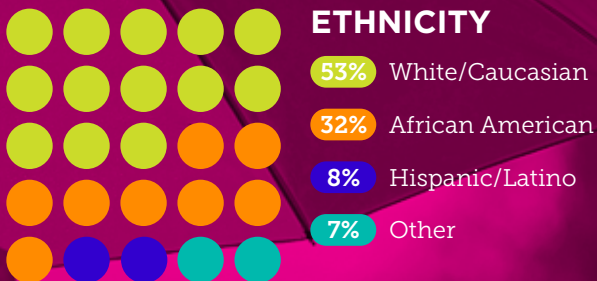
4 Over-the-Rhine  
Rothenberg Preparatory Academy  
School-Based Health Center  
241 E. Clifton Avenue  
Cincinnati, OH 45202

5 Mt. Auburn  
Taft Elementary  
School-Based & Community Health Center  
270 Southern Avenue  
Cincinnati, OH 45219



# UNDERSTANDING THE NEED

## About Our Patients



## RESPONDING TO THE NEED

As a faith-based health center, our mission is to bring the healing power of Christ to children and adults living in poverty. Most of our patients have faced a lifetime of barriers on every front. Their medical issues are frequently linked to other urgent needs, such as lack of permanent housing, food insecurity, behavioral health issues or substance abuse.

With the extra strain of the pandemic, our patients and their families struggled to simply stay afloat. Knowing that many were just one step away from crisis, we invested extra time in connecting our patients with medical specialists, support programs and social service agencies who can provide lasting solutions to these challenges.

As members of racial and ethnic minority groups, many of our patients also suffered disproportionately from Covid-19. To safeguard their health and limit the virus' spread, in 2020 we conducted approximately 4,000 Covid tests. More than 12 percent of those tested were positive for Covid. Although we were faced with numerous obstacles in keeping the clinics open, we were determined to help curb the spread of Covid-19

and to ensure fair access to physical and mental health care. Thanks to the sheer dedication and hard work of our staff, along with the support of many friends and donors, we were able to care for these sick patients, and to provide health care to our patients throughout the pandemic.



## SUPPORTING PATIENTS STRUGGLING WITH ADDICTION

The devastation of Covid-19 reached beyond infecting and sickening people with the virus. For those struggling with opioid or alcohol addiction, the pandemic posed especially harsh challenges. Faced with the stress and uncertainty of Covid, many also turned to methamphetamines, along with opioids and stimulants, to cope. Alcohol use also soared over the past year.

To support our patients in their quest for recovery, in 2020 Crossroad began offering medication-assisted treatment (MAT) to reduce cravings and prevent relapse. Because addiction can be a family problem, MAT is also offered to patients' family members. To boost the treatment's effectiveness, patients receive behavioral health counseling from on-site Crossroad staff.

Crossroad is able to provide MAT to patients and their family members thanks to a grant from HRSA, part of the U.S. Health and Human Services Department. The program was launched at our Over-the-Rhine site, and has been expanded to our Western Hills and Harrison locations. Providers at all three sites have completed specialized MAT training, which qualifies them to treat patients with addiction and to prescribe needed medications.

Provider champion Dr. Amy Van Milligan says, "Many of our patients suffer from crippling addiction. Offering medication-assisted treatment is a huge step forward in helping them overcome this disorder and achieve long-term recovery."

# FINANCIAL STATEMENT

## Revenue

Patient Services .....	\$5,772,150
Contributions, Grants, Other .....	2,833,090
<b>Total Operating Revenue .....</b>	<b>\$8,605,240</b>

## Expense

Program Services .....	\$7,522,500
Fundraising .....	149,180
Management and General .....	754,080
<b>Total Operating Expenses .....</b>	<b>\$8,425,760</b>

Non-operating Revenue ..... \$67,150

Increase in Net Assets ..... \$246,630



# 2022 HIGHLIGHTS

## BALANCE SHEET

### Assets

Cash and Investments .....	\$2,395,441
Accounts Receivable.....	647,099
Other Current Assets .....	154,725
Property & Equipment.....	1,956,964
<b>Total Assets .....</b>	<b>\$5,154,229</b>

### Liabilities

Current .....	\$1,439,521
Long Term.....	97,500
<b>Total Liabilities.....</b>	<b>\$1,537,021</b>
<b>Net Assets .....</b>	<b>\$3,617,208</b>

## MEASURING OUR IMPACT

In 2020, you helped us transform more lives through patient-centered health care.

### 40,341 Total Visits 12,780 Patients

- 6,282 patients are children
- 6% of all patients are uninsured; 10% of adult patients are uninsured
- 40% of adult patients have a diagnosable mental illness
- 3,728 mental health counseling visits were provided
- 88% of families with young children come to us for preventive as well as sick care

### What Our Patients Say About Us

- 99% would recommend Crossroad to family and friends.
- 96% feel that Crossroad helps them make healthy lifestyle choices.





## EXPANDED SERVICES

- We were pleased to add two new family health care providers, Dr. Kara Guisinger and Dr. Sarah Zorko, allowing us to care for more children and adults.
- We implemented telehealth services to replace medical and behavioral health office visits whenever possible to decrease the risk of Covid-19 and to better handle the growing demand for services across all sites.
- We expanded our prenatal care program and are seeing more pregnant moms-to-be than ever, helping to combat the high infant mortality rate in Hamilton County.



- We extended our Patient Family Advisory Council to three sites, with the goal of improving our patients' overall experience at Crossroad.
- We laid the groundwork for establishing a group prenatal care program, which increases opportunities for peer support, education and collaboration.
- We increased opportunities for patients to request spiritual care and support from our staff, through cards with inspirational Bible verses, personal notes of encouragement, email requests and in-person prayers during health care appointments.

## HIGH-QUALITY CARE RECOGNITION

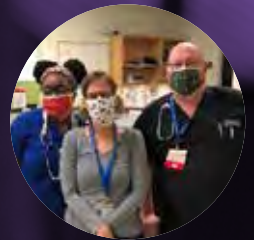
- We achieved the renewal of our patient-centered medical home (PCMH) certification, which offers patients coordinated and comprehensive care centered on their health needs.
- HRSA, part of the Department of Health and Human Services, recognized Crossroad as a 2020 Health Center Quality Leader, ranking in the top 30% nationally among all health centers in best overall clinical performance.
- Based on national standards, we achieved our goal of preventing low birth weights, which leads to overall healthier outcomes for our smallest patients.
- Crossroad was named OTR Nonprofit of the Year by the Over-the-Rhine Chamber of Commerce, and was commended for our contributions to making this inner-city neighborhood a model of inclusive urban revitalization.



## COMMUNITY SUPPORT DURING COVID

Even as Covid upended the lives of so many, our community rallied around us in ways that touched our hearts and eased the burden for our patients. From enterprising students to concerned church congregations, we were lifted by a loving network who reached out to us in the darkest of times. These friends include:

- Sew Masks for Cincinnati, who made masks for us in the early days of the pandemic
- Friends of Crossroad who made masks: St. Ignatius "Scarf It Up" group, Anne Hauser, Erin Marek, Lisa Ryan, Yim Ng, Zoe Furgason and more.
- UC College of Engineering students, who created a UV-C light box, allowing medical staff to safely disinfect and reuse their masks during the PPE shortage, critical to caring for our patients during the Covid-19 pandemic
- Knox Presbyterian Church members, who held a "Tailgate for Mission," collecting baby items for prenatal patients and donating children's books for our youngest patients, as well as supporting the purchase of blood pressure and glucose monitors to allow patients to care for themselves at home during Covid



# THANK YOU

Your support made it possible for us to continue to provide high-quality medical care to our patients throughout the pandemic. We are deeply grateful for the many friends and donors who made a difference to the adults and children who entrust their care to us.

## BECOME A CROSSROAD SUPPORTER

To make a gift to Crossroad, visit [crossroadhc.org](http://crossroadhc.org) and select "donate now." You may also send a check to Crossroad at 5 E. Liberty Street, Cincinnati, OH 45202. Contact our development department at [crossroadhc@crossrd.org](mailto:crossroadhc@crossrd.org) to find out how to give in honor of or memory of someone, or to leave a legacy to Crossroad in your will.

## GRANTS & CORPORATE DONORS

Community Shares of Greater Cincinnati  
Ed & Joann Hubert Family Foundation  
Fidelity Charitable  
Fleischmann Memorial Trust Fund  
George B. Riley Trust Estate  
JTM Food Group  
Johnson Charitable Gift Fund  
Knox Presbyterian Church  
Lewellyn Mechanical Systems  
Northminster Presbyterian Church  
Oak Hill Presbyterian Church  
Remke Markets  
RPP Containers  
The Andrew Jergens Foundation  
The Benevity Community Impact Fund  
The Kroger Company  
Uptown Rental



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Pierre & Dawn Manfroy  
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Dr. Jim & Jennifer Molnar  
Mark Motley  
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Dr. Christy O'Dea & Christian Busken  
Carl & Kim Offhaus  
Kim & Pamela Owen  
Ted & Sue Paul  
William Payne

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 Dorothy Wurzelbecher  
 Paul Zureick

## OUR VOLUNTEERS

**Special thanks to our many student volunteers, who generously provided thousands of hours of service to our patients.**

Naomi Admasu  
 Alia Agee  
 Vageesha Agrani Herath  
 Nadia Alam  
 Ariel Alappatt  
 Jackson Alexander  
 Sivani Alla  
 Noor Amir  
 Munachimso Anachebe  
 Rita Atalor  
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 Debora Cardenas  
 Meghna Chandorkar  
 Arihant Chordia  
 Autumn Clark  
 Joshua Corsiglia  
 Jenna David  
 Francisco de la Garza Iga  
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 Katrina DeLeon  
 Olivia Dillman  
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 Susanna D'Silva  
 Ashley Durbin  
 Adam Elzarka  
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 Janvi Gandhi  
 Noor Ghuniem  
 Meredith Gieske  
 Alex Gillotte



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 Harman Hayer  
 Tasneem Ikram  
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 Matthew Nieland  
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 Milan Parikh  
 Palak Patel  
 Priya Patel  
 Urjasvi Patel  
 Samuel Paul  
 Michelle Phuong Nguyen  
 Karishma Ponskshe

Jamaluddin Pracha  
 Bijeta Pradhan  
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 Arianna Richter  
 Sachit Rustagi  
 Amisha Saini  
 Josika Sammarco  
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 Kyler Wilson  
 Gavin Wu



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Cindy Cappel • Tilly Hart • Joan Linkletter • Dr. Ernest Rolfes



## **CROSSROAD MISSION**

*Our mission is to give honor to Jesus Christ by providing accessible, comprehensive health care in partnership with our patients and community leading to healthy, changed lives.*

