

MEMORANDUM

Date: July 21, 2026

To: Southern Nevada Community Health Center Governing Board

From: Randy Smith, MPA, Chief Executive Officer, FQHC *RS*
Cassius Lockett, PhD, District Health Officer *CL*

Subject: Community Health Center FQHC Chief Executive Officer Report – June 2026

Division Information/Highlights: The Southern Nevada Community Health Center, a division of the Southern Nevada Health District, mission is to serve residents of Clark County from underserved communities with appropriate and comprehensive outpatient health and wellness services, emphasizing prevention and education in a culturally respectful environment regardless of the patient's ability to pay.

June Highlights - Administrative

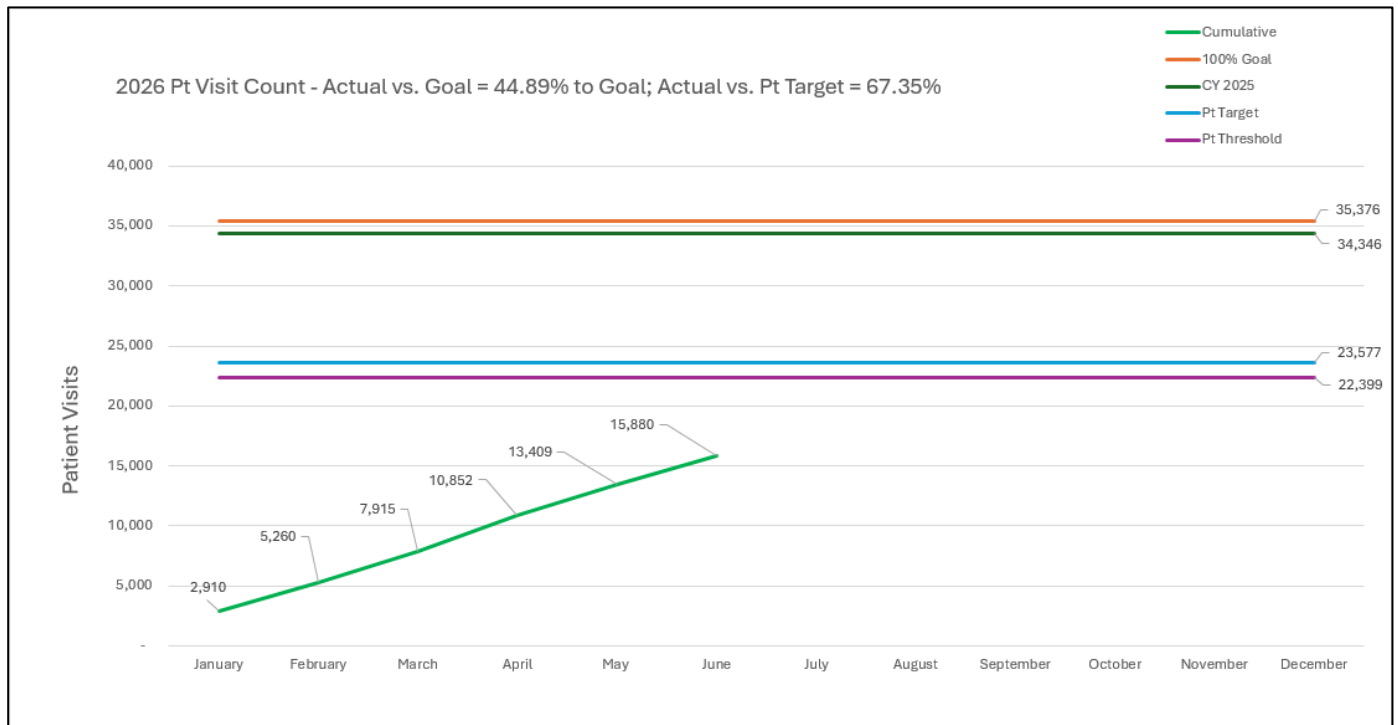
- Overall health center access in FY27 increased by 10% compared to FY26.
 - Behavioral Health access increased by 24% year-over-year.
 - Primary Care access increased by 15% year-over-year.
- Overall pharmacy access in FY27 increased by 17% compared to FY26.
 - Prescriptions increased by 27% year-over-year.
 - Patient insurance assistance increased by 63% year-over-year.
- Through the first half of the measurement period (January – June), Medicaid encounters are at 67% of goal.
- The Net Promoter rating in June was 91%, reflecting a positive patient experience.
- Federal Torts Claim Act (FTCA) 2027 redeeming application submitted in June.
- On-site 340b pharmacy audit conducted on June 24th and 25th.
 - A written report from the Office of Pharmacy Affairs forthcoming.
- The first review for Patient Centered Medical Home (PCMH) accreditation scheduled for July 28th.
- National Health Center Week (August 2nd – 8th) employee appreciation celebration scheduled for August 6th.
- A new Physician Assistant started on July 6th.
 - The focus of this provider position is same day primary care visits at Decatur.

Access

Unduplicated Patients – June 2026



Patient Visits Count – June 2026



Provider Visits by Program and Site – June 2026

Facility	Program	JUNE '26	JUNE '25	JUNE YoY %	FY26 YTD	FY25 YTD	FY YTD YoY%
Decatur	Family Health	731	787	-8%	9,232	8,060	13%
Fremont	Family Health	408	410	0%	5,813	4,681	19%
Total	Family Health	1,139	1,197	-5%	15,045	12,741	15%
Decatur	Family Planning	183	131	28%	1,827	2,005	-10%
Fremont	Family Planning	176	177	-1%	2,106	1,794	15%
Total	Family Planning	359	308	14%	3,933	3,799	3%
Decatur	Sexual Health	563	506	10%	6,446	6,190	4%
Fremont	Sexual Health	90	115	-28%	1,340	1,622	-21%
ASEC	Sexual Health				0	113	
Total	Sexual Health	653	621	5%	7786	7,925	-2%
Decatur	Behavioral Health	193	175	9%	2,222	1,619	27%
Fremont	Behavioral Health	147	125	15%	1,812	1,432	21%
Total	Behavioral Health	340	300	12%	4,034	3,051	24%
Decatur	Ryan White	235	233	1%	2,741	2,780	-1%
Fremont	Ryan White	14	22	-57%	313	292	7%
Total	Ryan White	249	255	-2%	3,054	3,072	-1%
FQHC Total		2,740	2,681	2%	33,852	30,588	10%

Pharmacy Services

	26-Jun	25-Jun		FY26 YTD	FY25 YTD		% Change YOY
Patient Encounters (Pharmacy)	1,834	1,645	↑	20,841	17,800	↑	17.1%
Prescriptions Filled	3,384	2,838	↑	38,540	30,342	↑	27.0%
Patient Clinic Encounters (Pharmacist)	59	75	↓	746	773	↓	-3.5%
Financial Assistance Provided	14	16	↓	171	374	↓	-54.3%
Insurance Assistance Provided	17	6	↑	187	115	↑	62.6%

- A. 3,384 prescriptions dispensed to 1,834 patients.
- B. 59 patient clinic encounters completed by a pharmacist.
- C. 14 patients assisted with obtaining medication financial assistance.
- D. 17 patients assisted with insurance approvals.

Medicaid Managed Care Organization (MCO)

Medicaid # of Pts Empaneled	
Anthem	167
CareSource	591
HPN	1,525
Molina	149
SilverSummit	136
Total	2,568

Unduplicated MCD Pts Seen YTD	
Anthem	647
Caresource	155
HPN	619
Molina	275
SilverSummit	321
Nevada Medicaid	118
Total	2,135

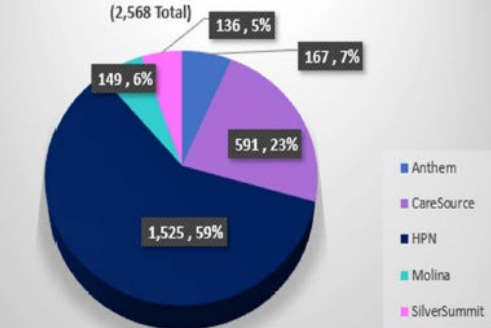
Empanelment Growth YoY - 2024 v 2025	149%
Empanelment Growth YoY - 2025 v 2026	12%

YTD MCD Visit Breakdown	
Provider Visits	3,100
Nurse Visits	231
CHW Visits	122
Case Mgmt Visits	209
Lab Visits	332
Total Visits	3,994

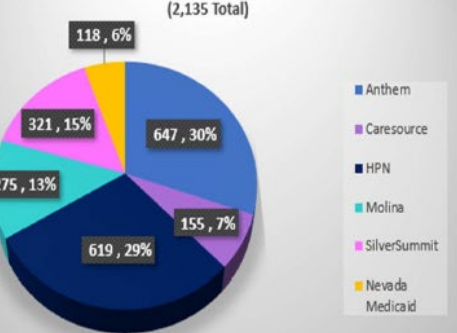
2026 # of MCD Undup Pt Goal	3,170
YTD # of MCD Undup Pts Seen	2,135
% of Unduplicated Pts to Goal	67.35%
# of Medicaid Pts Assigned to SNCHC	2,568

2025 # of MCD Visits Goal	4,255
YTD # of MCD Visits Completed	3,100
% of Medicaid Pts Visits to Goal	72.86%
Average # of Medicaid visits per undup pt	1.45

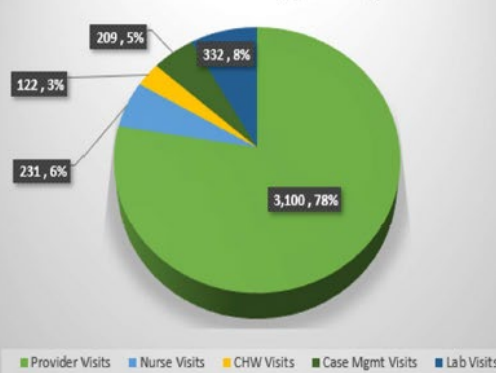
Current # & % Of Medicaid Pts Empaneled



Current # & % Of Unduplicated Medicaid Pts Seen by Payer



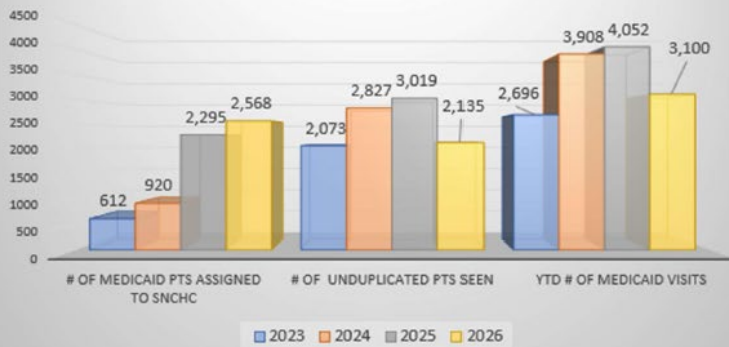
YTD MCD Visit Breakdown (3,994 Total)



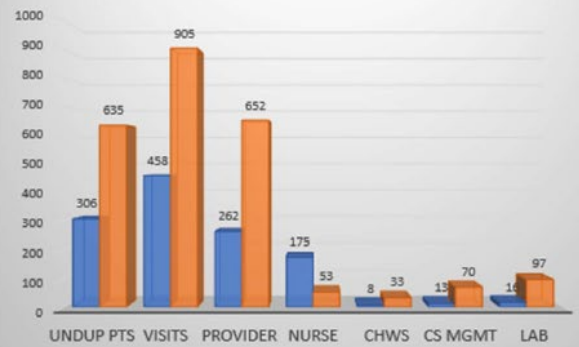
MCD Undup Pts & MCD Visits Goals vs Actuals



MCD Empanelment, Undup Pt, & Visit Count YOY Comparison



Jun 2025 vs Jun 2026 MCD Pt Count & Visit Comparison



Calendar Year Comparisons				
	2023	2024	2025	2026
# of Medicaid Pts Assigned to SNCHC	612	920	2,295	2,568
# of Unduplicated Pts Seen	2,073	2,827	3,019	2,135
Goal of Medicaid Visits		2,831	4,104	4,255
YTD # of Medicaid Visits	2,696	3,908	4,052	3,100
% of Medicaid Pts Seen to Goal	#DIV/0!	138.04%	101.68%	67.35%
Average # of Medicaid visits per undup pt	1.30	1.38	1.34	1.45

June				
	2025	2026	Change	Change
MCD Undup Pts	306	635	329	107.52%
MCD Visits	458	905	447	97.60%
MCD Provider	262	652	390	148.85%
MCD Nurse	175	53	-122	-69.71%
MCD CHWs	8	33	25	312.50%
MCD CS Mgmt	13	70	57	438.46%
MCD Lab	16	97	81	506.25%

Behavioral Health Services

- A. Successfully completed the Behavioral Health (BH) marketing campaign (see attached summary).
- B. The BH Manager served as a panelist at the Southern Nevada Regional Housing Authority's agency-wide meeting, where the importance of self-care and employee well-being for staff was discussed.

Family Planning Services

- A. Family Planning program access was 14% in June and is up 3% year-over-year. Program team administrators and clinical staff are working with SNHD's Quality Improvement and Accreditation Program Manager on a quality improvement project to increase access to care. Same day walk-ins have emerged as a viable strategy to overcome high no-show rates amongst patients with scheduled appointments. Walk-in services are available at Decatur Wednesday and Thursday. This project is ongoing.
- B. Data improvement projects are underway and are being monitored monthly to enhance data quality, integrity, documentation, mapping, and results for the annual FPAR 2.0 report.
- C. The health center has been notified that its Title X grant for year five of five is being funded. For the program year April 1, 2026, through April 31, 2027, the health center has been awarded flat funding of approximately \$1.3 million.
- D. Despite the executive budget showing that the Title X program is being defunded, a new Title X Notice of Funding Opportunity for the period of April 1, 2027, through March 31, 2032, has been announced. The application will be due around the second week of January 9, 2027.

HIV/Ryan White Program Services

- A. The Ryan White program received 64 referrals between June 1st and June 30th. There were two (2) pediatric clients referred to the Medical Case Management in June, and the program received zero (0) referrals for pregnant women living with HIV during this time.
- B. There were 799 service encounters provided by the Ryan White Linkage Coordinator, Eligibility Worker, Care Coordinators, Nurse Case Managers, Community Health Workers, and Health Educator. There were 405 unique clients served under these programs in June.
- C. The Ryan White ambulatory clinic provided a total of 481 visits in the month of June, including 21 initial provider visits, 204 established provider visits, and two (2) tele-visit to established patients. Additionally, there were 33 nursing visits and 223 lab visits provided. There were 74 Ryan White services provided under Behavioral Health by licensed mental health practitioners and the Psychiatric APRN during the month of June. There were three (3) Ryan White patients seen by the Registered Dietitian under Medical Nutrition services in June.
- D. The Ryan White clinic provides Rapid stART services, with a goal of rapid treatment initiation for newly diagnosed patients with HIV. The program continues to receive referrals and accommodate clients on a walk-in basis. There were five (5) patients seen under the Rapid stART Program in June.

FQHC-Sexual Health Clinic (SHC)

- A. The Sexual Health Clinic (SHC) clinic provided 842 unique services to 747 unduplicated patients for the month of June.

Refugee Health Program (RHP)

Refugee Health Program for the month of June.

Client required medical follow- up for Communicable Diseases	-
Refugee Health Screening for Ova and Parasites (positive tests)	0
Referrals for TB issues	0
Referrals for Chronic Hep B	0
Referrals for STD	0
Pediatric Refugee Exams	2
Clients encounter by program (adults)	5
Refugee Health Screening for June 2026	7
Total for FY25-26	51

Outreach/In Reach Activity

Number of events (June 2026)	1 – Outreach 0 – In reach
Number of people reached	118
Number of people linked to the clinic	3
Number of hours dedicated to outreach	3

Eligibility and Insurance Enrollment Assistance

Patients in need of assistance continue to be identified and referred to community partners for help with determining eligibility for insurance and assistance with completing applications. Partner agencies are collocated at both health center sites to facilitate warm handoffs for patients in need of support.

June 2026	Decatur	Fremont	Total
Medicaid	19	2	21
SNAP	18	1	19
Recert	13	0	13

Patient Satisfaction: See attached survey results.

SNCHC continues to receive generally favorable responses from survey participants when asked about ease of scheduling an appointment, waiting time to see their provider, care received from providers and staff, understanding of health care instructions following their visit, hours of operation, and recommendation of the Health Center to friends and family.

2026 Behavioral Health Campaign Results

CAMPAIGN GOAL

Increase primary care visits by highlighting that behavioral health support is built into care, especially for patients managing chronic conditions or mental health concerns.

Primary KPI

- o Primary care appointment requests (calls + website traffic to primary care pages)

AUDIENCE STRATEGY

Target people already seeking or needing primary care, especially those likely to benefit from integrated care.

Primary Audiences:

1. Adults 25–64
 - o Managing diabetes, high blood pressure or chronic conditions
 - o High stress, anxiety, depression-related interests
2. Caregivers and parents
3. Adults searching for:
 - o “Primary care near me”
 - o “Community health center”
 - o “Affordable healthcare”
 - o “Mental health support” (framed carefully)

INITIAL CHANNEL STRATEGY + BUDGET BREAKDOWN (\$6,000)

\$3,000 – Google Ads | \$1,000 – Meta Video | \$ 900 – Meta Static |
\$1,100 – Retargeting on Google

FINAL CHANNEL STRATEGY + BUDGET BREAKDOWN (\$6,000)

\$2,741.45 – Google Ads | \$999.88 – Meta Video | \$1,045.82 – Print |
\$1,212.85 – Retargeting

TOTAL – \$6,000

GOOGLE SEARCH ADS

Headlines (≤40 characters)

1. Mental Health Checks at Your Clinic
2. Depression Screening at Your Clinic
3. Your Health, Whole-Person Care
4. Affordable Primary Care Nearby
5. Behavioral Health Support Included

Descriptions (≤90 characters)

1. Screening shows you need support? We're here.
2. Primary care with integrated mental health support.
3. Checkups that include depression & wellness screenings.
4. Your doctor visit can support mental health too.
5. Book primary care with behavioral support today.

META

Primary Text (50–150 characters)

Your primary care visit can support your mental health too.
Screening first, support ready if needed.

Headline (≤27 characters)

Mental health is health.



ORGANIC SOCIAL

1. Your primary care visit can support your mental health too ❤️

Depression screenings are part of routine visits at Southern Nevada Community Health Center. If you need extra support, our behavioral health team works right alongside your medical provider.

Whole-person care starts here: SNCHC.org | 702-759-1700

Need additional resources? Check out clarkcountythrive.crediblemind.com

2. ❤️ Mental health is health.

That's why Southern Nevada Community Health Center includes depression screening during primary care visits. If support is needed, you can connect with our behavioral health team in the same clinic.

Make an appointment at SNCHC.org or call 702-759-1700.

Need additional resources? Check out clarkcountythrive.crediblemind.com

3. A new diagnosis like high blood pressure can feel overwhelming ❤️

At Southern Nevada Community Health Center, your care team is here to support both your physical and emotional health every step of the way.

Whole-person care starts here: SNCHC.org | 702-759-1700

Need additional resources? Check out clarkcountythrive.crediblemind.com

PRINT

5,000 Rack Cards
2,000 Flyers



PAID ADS

PAID - META - \$999.88		
Ad	Reach	Cost Per Click
BH Video	183,450	\$4.89

PAID - GOOGLE ADS - \$2,741.45		
Ad	Reach	Cost Per Click
BH Creative	37,970	\$1.48

PAID - RETARGETING GOOGLE ADS - \$1,212.85		
Ad	Reach	Cost Per Click
BH Creative	9,278	\$1.27
BH Social	5,048	

ORGANIC SOCIAL

ORGANIC - SOCIAL MEDIA				
Platform	Posts	Reach	Engagements	Notes
Instagram	3	5,685	136	\$100 PUSH SPEND = 5,048 reach
Facebook	5	2,643	19	
X	5	744	22	
TikTok	4	482	4	
Nextdoor	1	1,233	1	

SUMMARY

The Behavioral Health campaign focused on increasing awareness of available behavioral health services through a combination of paid advertising and organic social media outreach. Although the campaign was limited in scope and direct attribution to service utilization was not available, the campaign successfully expanded awareness across multiple digital platforms.

Paid advertising generated the largest share of campaign visibility. Meta advertising reached 183,450 individuals with a total spend of \$999.88, while Google Ads reached 37,970 individuals and Google retargeting reached an additional 9,278 individuals. Together, paid advertising reached approximately 230,700 people throughout the campaign.

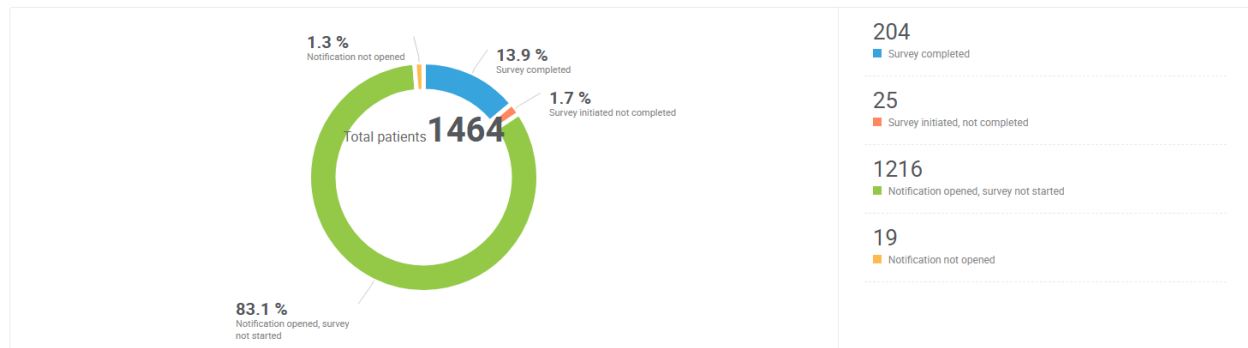
Organic social media efforts supplemented paid advertising with 18 posts across five platforms. Instagram was the highest-performing organic platform, reaching 5,685 people and generating 136 engagements. Additional content on Facebook, X, TikTok, and Nextdoor helped reinforce campaign messaging and extend its visibility to existing audiences.

While Behavioral Health staff reported a perceived increase in individuals seeking services during the campaign period, the campaign did not include a mechanism to determine whether clients learned about services through these communication efforts. As a result, Communications cannot directly attribute changes in service utilization to the campaign.

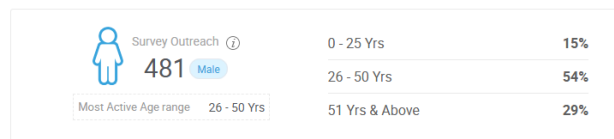
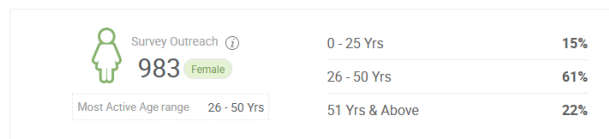
For future campaigns, incorporating a brief intake question or client survey (e.g., "How did you hear about us?") would provide valuable data to better evaluate the effectiveness of outreach efforts and inform future communication strategies.

Southern Nevada Community Health Center Patient Satisfaction Survey – June 2026

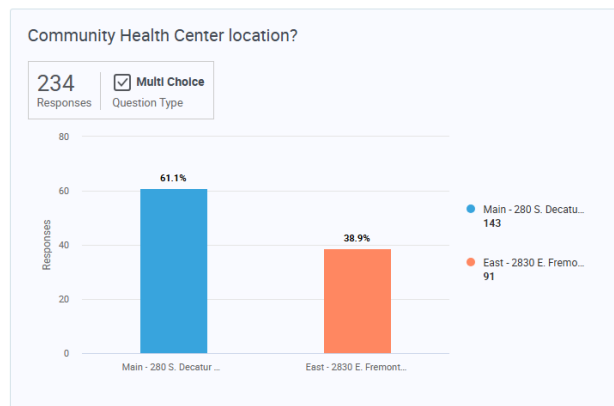
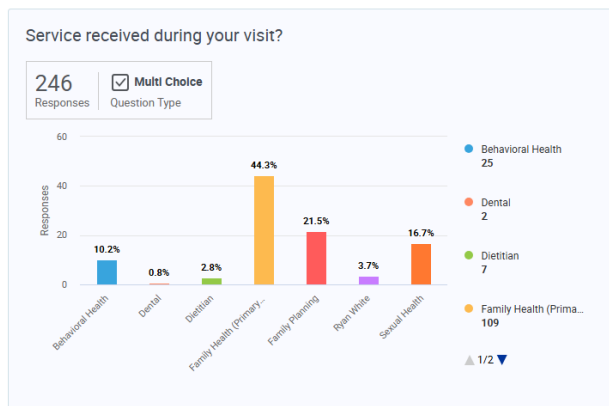
Overview



Gender

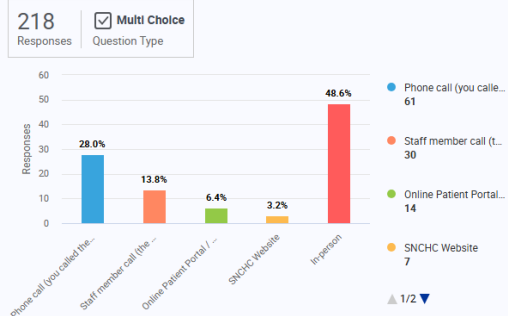


Service and Location

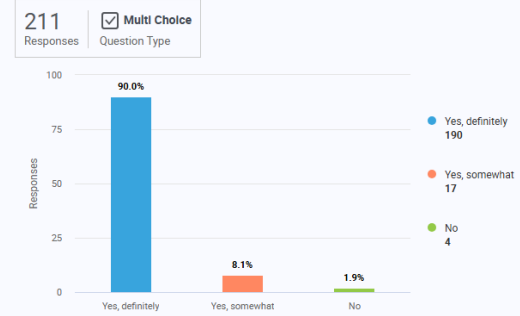


Provider, Staff, and Facility

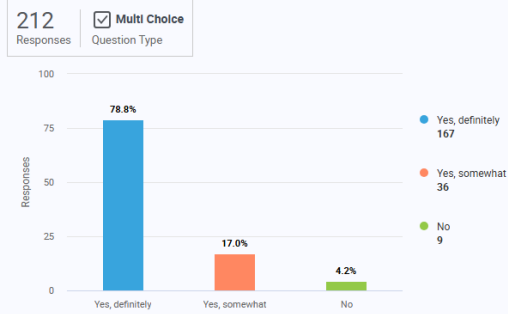
Thinking about your most recent visit, how did you make an appointment?



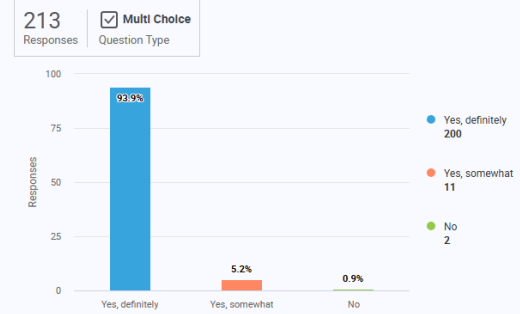
Thinking about your recent visit, was it easy to schedule an appointment?



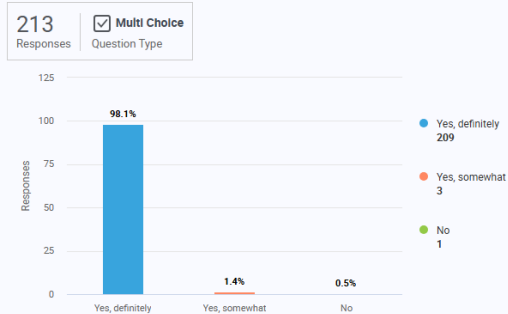
Was the recent visit as soon as you needed?



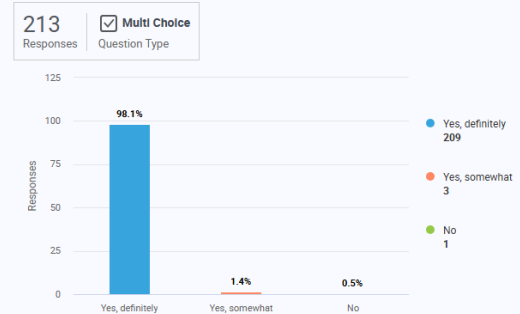
Did the provider explain things in a way that was easy to understand?



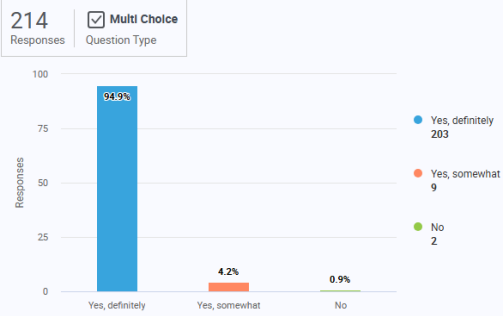
Did the provider listen carefully to you?



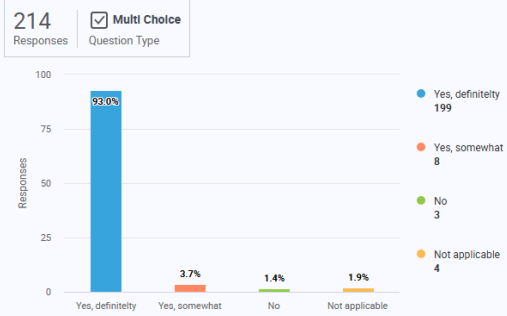
Did the provider show respect for what you had to say?



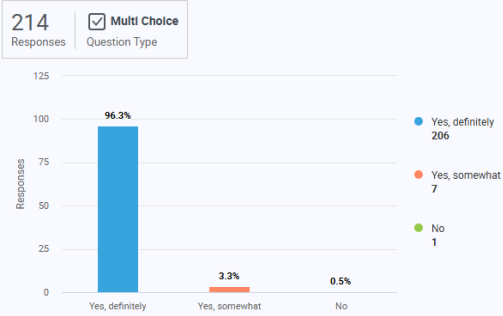
Did the provider spend enough time with you?



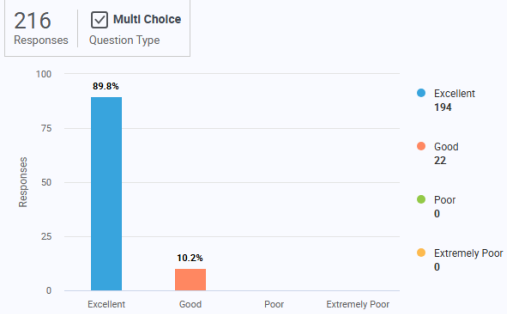
Were you satisfied with how the staff worked to address your healthcare needs (example: outstanding referrals, medications, labs, or diagnostics results)?



Did the staff treat you with courtesy and respect?



Thinking about the facility, how was the overall cleanliness and appearance?



How would you rate the overall care you received from your provider, where 0 is the worst and 10 is the best?

216

Responses

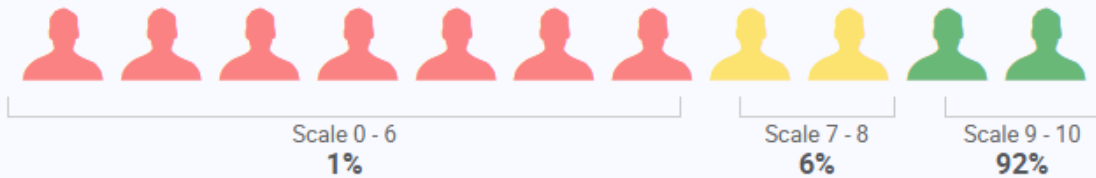
123

Numbers

Question Type

91

Net Promoter Score (NPS)



3

Scale 0 - 6

14

Scale 7 - 8

199

Scale 9 - 10

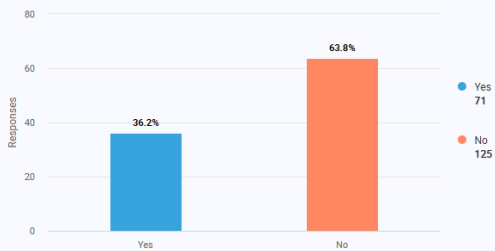
General Information

Do you have health insurance?

196

Responses

☒ Multi Choice
Question Type



How did you hear about us?

201

Responses

☒ Multi Choice
Question Type

