

HEALS

Annual Report  
2020





# Director's Statement

What a year! When I reflect on the past year since the pandemic hit, and all that has meant to each of us, professionally and personally, the first words that come to mind are 'Thank You!'

Thank you for your continued support of HEALS, Inc. during this once in our lifetime (I hope) crisis. Thank you that in the midst of countless adversity, you never gave up on us, and continued to remain engaged.

Thank you that as we had to pivot from in-person patient care to telehealth, clinic closures, re-imagined events, to virtual meetings, you were right here with us, encouraging us and showing up to participate.

While 2020 was immensely challenging most of the time to navigate uncharted methods to remain safe while still available to our patients; it was also encouraging to see how both our staff, our community partners and volunteers, rallied to the moment, and met it head on with persistence and dedication.

As we enter a new year, I just want to express how much I appreciate that we get to work with you, our staff, community partners, and volunteers - day in and day out. Our mission to provide accessible, quality, school-based, primary health care for children through collaborative efforts with the school system continues to be our top priority, and we thank you for allowing us to work beside and with you. To say we value your partnership, is an understatement.

Thank you for being part of the HEALS Family! You are part of the solution.

**HEATHER E. MASON, MSHA/MBA**  
**HEALS, INC. EXECUTIVE DIRECTOR**

# Our Mission & Vision

It is our **mission** to keep children healthy and optimize their opportunities for success in school and society. It is our mission to deliver accessible, quality, school-based, primary health care for children through collaborative efforts with the school system and the medical, dental, and optometry communities. By providing accessible school-based health care for eligible economically disadvantaged children, we are a real solution, right now to the health care crisis by providing them with a medical, dental, and optometry home.

It is our **vision** to be a national model of excellence for providing comprehensive health while growing the local presence of HEALS, Inc. to serve the children in underserved schools who would benefit from our school-based healthcare model.



# About Us

Healthy Establishments at Local Schools, (HEALS, Inc.) has been providing free, school-based pediatric medical, dental and optometry care to children living in poverty in Huntsville and Madison County since 1999. During that time, we have treated over 15,000 children. By providing accessible school-based health care for economically disadvantaged children, we are helping break the cycle of poverty.

Healthy children learn better at school and have lower delinquency rates. Children who have a medical home where they are nurtured and supported are more likely to succeed in school and in life. Children who receive positive attention and who are given ways to take positive control of their lives are more likely to exhibit better behavior in school and in the community.



# Board of Directors



**Teresa Foley-Batts**  
**Board President**  
Civic Community Volunteer



**William "Billy" Webb**  
**Board Vice President**  
Contact Program Manager,  
TEAMS Logistics, Venturi



**Kristina "KB" Barbee**  
**Secretary**  
Senior Associate  
Booz Allen Hamilton



**Courtney Edmonson, CPA**  
**Treasurer**  
CEO  
Redstone Government Consulting



**Patricia Fulmer, O.D.**  
**Optometry Director**  
VisionAmerica of Huntsville



**Anglier Baker**  
Vice President of Aviation  
Contracts, SES

# Board of Directors Cont.



**David Bier**

Senior Vice President of  
Operations  
Rocket City Trash Pandas



**Megan Crunkleton**

Owner/Creative Director  
Roosevelt & Co.



**Melissa Davis**

CEO/President  
MTA



**Kim Lewis**

CEO  
PROJECTXYZ, Inc.



**Pamela Little, Ph.D.**

Executive Director  
Community College Relations  
& Global Initiatives  
Alabama A&M University



**Sally Santos**

Board Member & Chief Analyst  
decibel Research

# Board of Directors Cont.



**Mart V. Sapp, M.D.**  
Medical Director  
Women and Children's  
Service Line  
Huntsville Hospital for Women  
and Children



**Mary Lynne Wright**  
Senior Vice President  
Private Client Group Manager  
IBERIABANK

# Non-Voting Members



**David Little**  
**Ex-Officio**  
Senior Wealth Advisor  
Keel Point, LLC



**Christie Finley**  
Superintendent  
Huntsville City Schools.



**Allen Perkins**  
Superintendent  
Madison County Schools



**Heather Mason**  
Executive Director  
HEALS, Inc.

# Clinic Locations

## Medical Clinics

**Michael K. Johnson Medical Clinic  
at Martin Luther King, Jr. Elementary**  
3112 Meridian St. N  
Huntsville, AL 35801  
(clinic entrance at south side of school)  
Phone: 256.428.7110  
Fax: 256.428.7561

**Burt Memorial Clinic  
at Morris Elementary**  
4801 Bob Wallace Avenue  
Huntsville, AL 35805  
(clinic entrance at northeast corner)  
Phone: 256.428.7488  
Fax: 256.428.7561

**Michael L. O'Dell Clinic  
at Sonnie Hereford Elementary**  
2755 Wilson Drive  
Huntsville, AL 35816  
(clinic located inside of school)  
Phone: 256.428.7428  
Fax: 256.428.7561

**Medical Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(house on school property on north side)  
Phone: 256.693.1006  
Fax: 256.428.7561

## Dental Clinics

**The Charles Hall Dental Clinic  
at Martin Luther King, Jr. Elementary**  
3112 Meridian St. N  
Huntsville, AL 35801  
(clinic entrance at south side of school)  
Phone: 256.428.7276  
Fax: 256.428.7561

**The Miracle Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(located behind HEALS medical clinic)  
Phone: 256.693.1676  
Fax: 256.428.7561

**The Geraldine Bennett Clinic  
at Madison County Elementary**  
201 Wood Street  
Gurley, AL 35748  
Phone: 256.776.7308  
Fax: 256.428.7561

## Optometry Clinics

**The Miracle Clinic  
at Madison Cross Roads Elementary**  
11588 Pulaski Pike  
Toney, AL 35773  
(located behind HEALS medical clinic)  
Phone: 256.693.1676  
Fax: 256.428.7561

**Optometry Clinic  
at Morris Elementary**  
4801 Bob Wallace Avenue  
Huntsville, AL 35805  
(clinic entrance at northeast corner)  
Phone: 256.428.7488  
Fax: 256.428.7561

# Medical Care

Free Medical Care includes:

- Well-child physical, immunizations, acute care for illness and injury, lab work
- Dispensing sample medications and prescribing medication as needed
- Education and management of chronic diseases - asthma, diabetes, sickle cell, etc. -Collaboration with NOVA for ADHD diagnosis and treatment
- Onsite specialist care: Ear, Nose and Throat Specialist
- Collaborative referral to other specialists such as: Dermatologist, Pulmonologist, Orthopedist, and Neurologist.



# Dental Care

Free Dental Care includes:

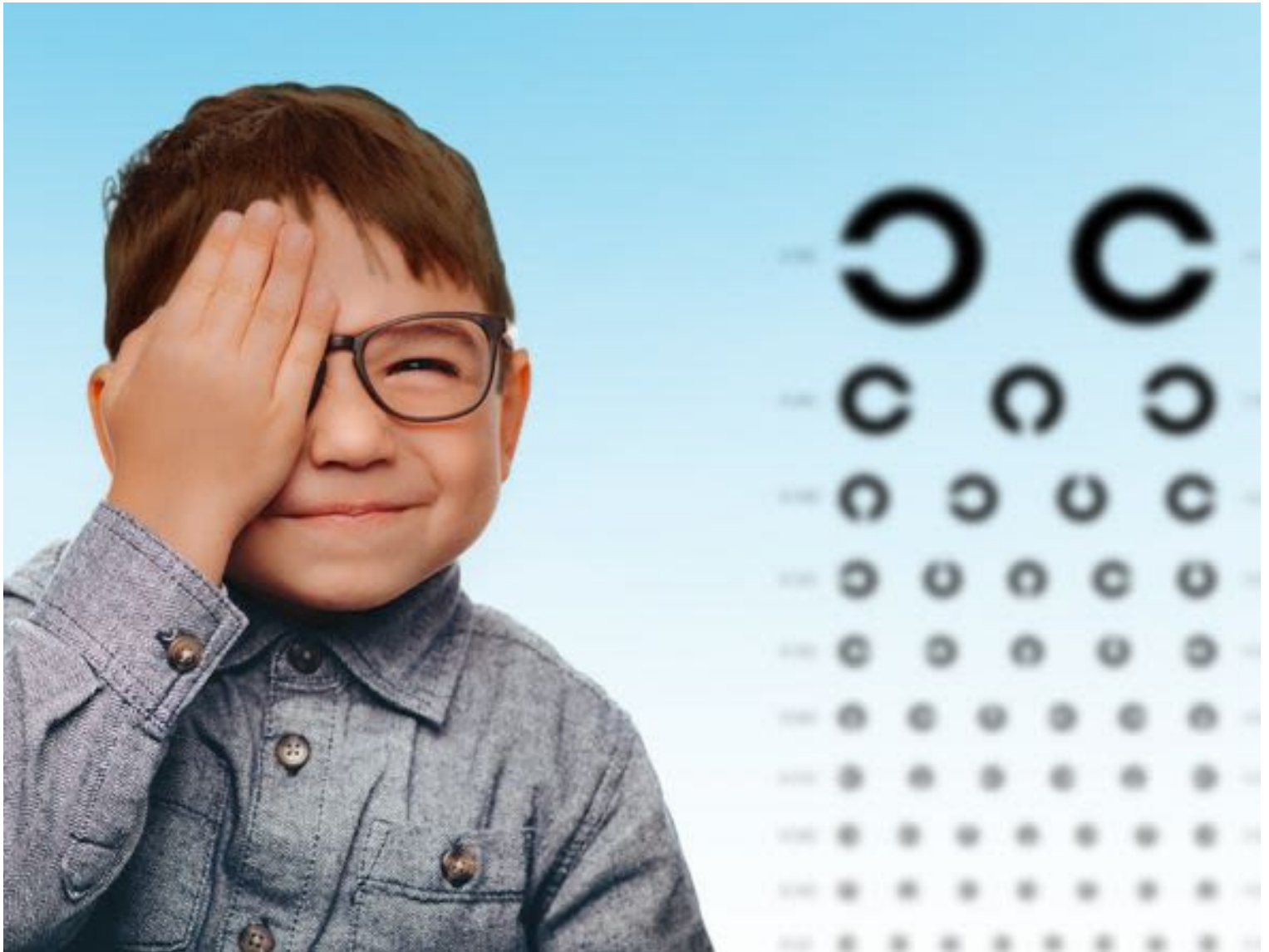
- Comprehensive exam and cleaning every six months
- Fluoride and sealants
- One-on-one education on dental hygiene and “teeth healthy” snacks
- Dental hygiene kits including a full-sized toothpaste and floss and several toothbrushes
- Restorative work – fillings (amalgam and composite), pulpotomies (child nerve treatments), extractions, spaces, lingual arches, and crowns
- Orthodontic evaluations
- Dental Screenings



# Optometry Care

Free Optometry Care includes:

- Full eye exam, testing for acuity and ocular pressure
- Visual field test
- Check for eye disease including pink eye and corneal abrasions
- Referral to outside specialist as needed
- Prescription for glasses, if needed



# Additional Services

Transportation offered to patients from School to Clinic

Social Services are available to all Madison County citizens:

- Assistance with insurance applications and notification before child's health insurance lapses.
- Assistance with locating household needs: food, clothing, utilities, and obtaining costly prescriptions



# Visits & Encounters



1,686 Medical Visits



1,033 Dental Visits



123 Optometry Visits



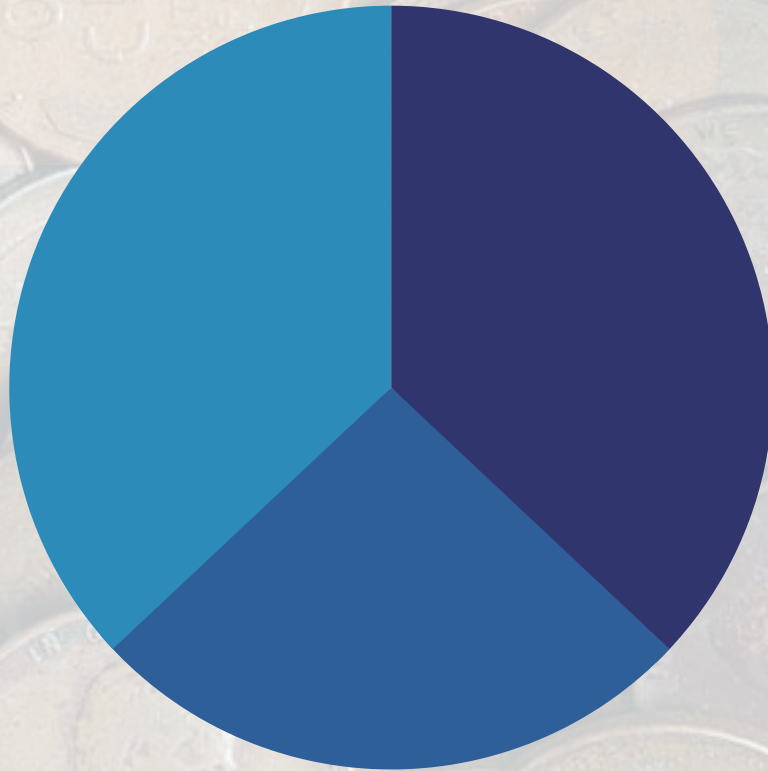
1,500 Vaccinations

# Funding

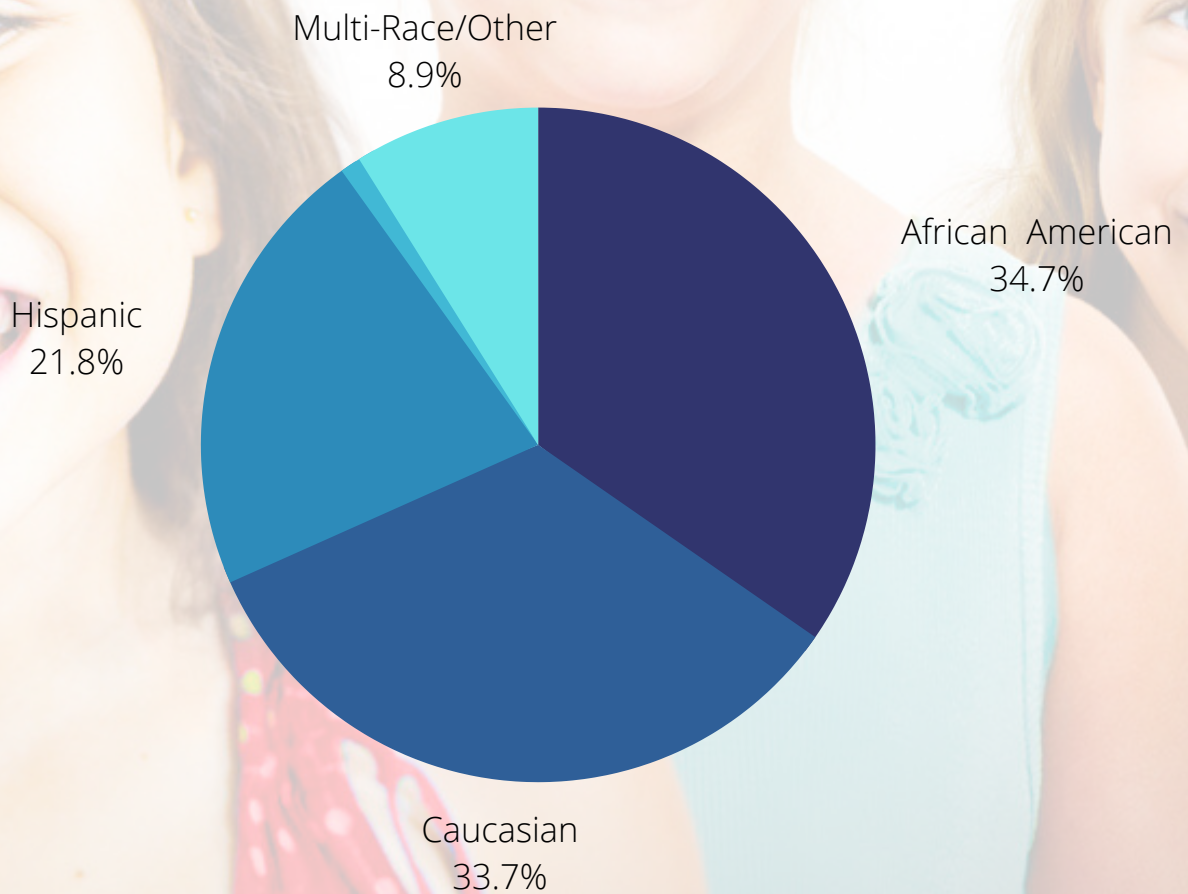
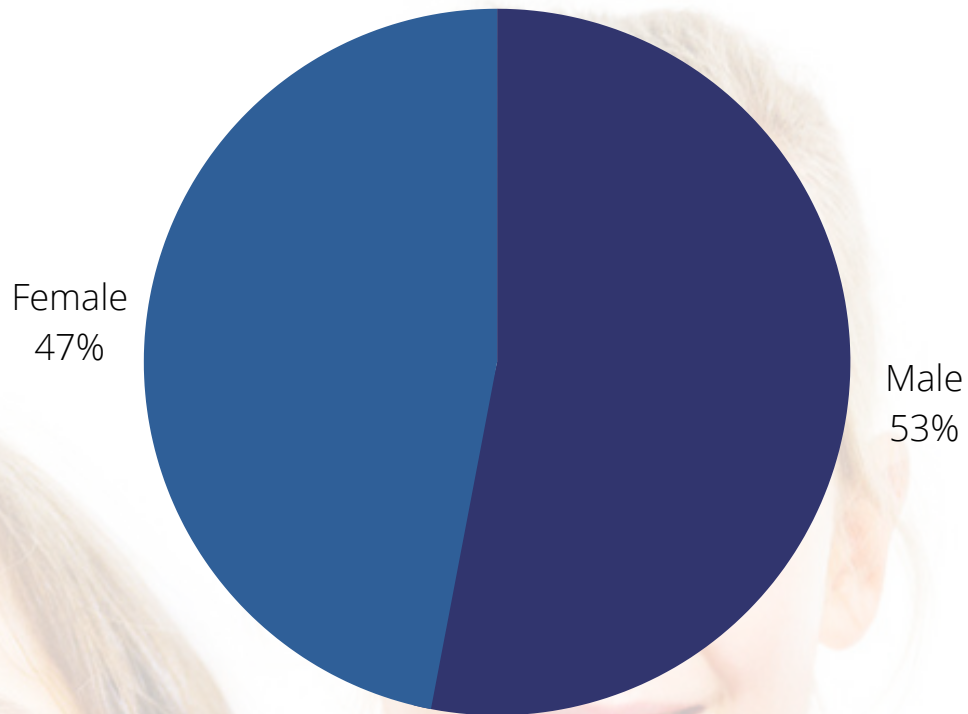
Fundraising/Donations  
37%

Medicaid  
37%

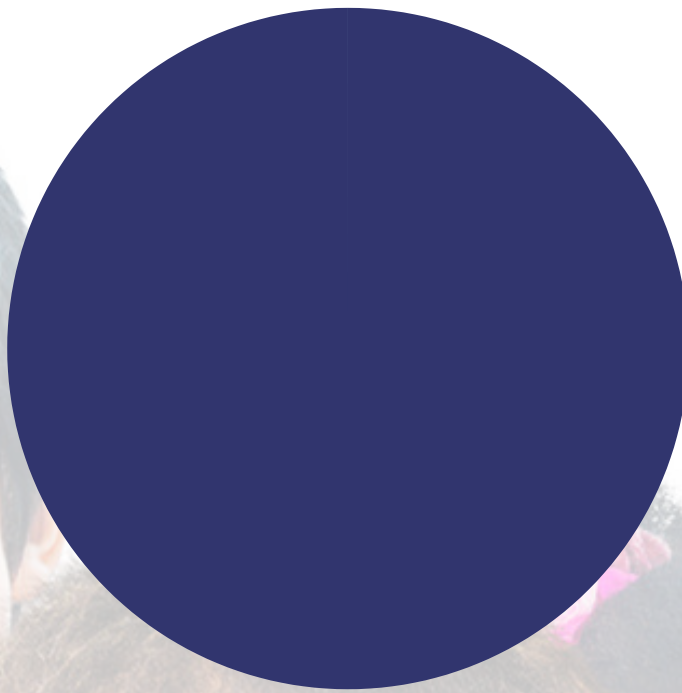
Grants  
26%



# Our Patients



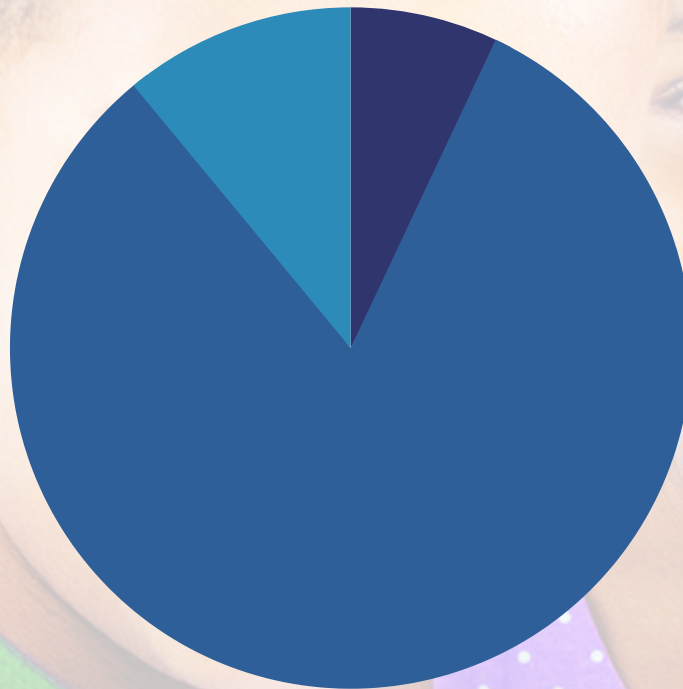
# Our Patients Cont.



Patients at or Below Poverty Level  
100%

Age 17-18  
11%

Age 5 - under  
7%



Age 5-17  
82%

# Programs



The “HEELS for HEALS” shoe drive was initiated in 2005 by a HEALS, Inc. staff member who noticed many of the children wearing shoes too small, too large, or in such poor condition they were unfit to wear to school. Upon her concern, immediate action was taken to create this beneficial and rewarding program for HEALS patients.

Now, not only does HEALS provide children with a free and caring medical home, they give away a brand new pair of athletic shoes to every child that visits the clinics for their yearly well-child checkup. Though it might be easy for some of us to take such items for granted, never underestimate the power of new, warm socks and shoes.

## **It’s not just about the shoes!**

Beyond the bright smile and boost in confidence a new pair of shoes presents in kids, “Heels for HEALS” also serves as a much needed incentive for the parents to bring their children to this important yearly visit. The program enhances the relationship between HEALS and the family, instills a feeling of trust, and serves as a reminder for parents and children of the value of good health and hygiene.



# Programs Cont.

## Monthly Friend of Heals

YOUR DONATION KEEPS THE CHILDREN OF HUNTSVILLE/ MADISON COUNTY HEALTHY AND IN SCHOOL SO THEY MAY HAVE BRIGHT AND SUCCESSFUL FUTURES.

**\$12/Month**

Medical care  
for one child for  
an entire year

**\$20/Month**

Both dental and  
vision care for  
one child for an  
entire year

**\$65/Month**

Dental,  
medical, and  
vision care for  
two children  
for an entire  
year

2020  
STARS.  
dancing for  
HEALS



2020 Stars (from left to right)

Dr. Bhavna Gowda, Ashleigh Heinz, PeggyLee Wright, Kevin Moore,  
Stephanie Bastiaans, Michelle Driggs, Kaylah Joseph, Ellie Vaughn

# 2020 STARS. dancing for HEALS



2020 Professional Instructors (Left to right)  
Christopher Dawson, Rick Jones, Jonathan Hillman, Unricka Jenkiins,  
Makannah Moore, Bob Pratico, Aaron Greer, Hal Reid

2020  
STARS.  
dancing for  
HEALS



2020 Legacy Dancers (Left to right)  
Loni Cleve, Sally Santos, Melissa Davis, Anglier Baker, Leslie Ware

2020  
STARS.  
dancing for  
HEALS



# 2020 STARS. dancing for HEALS





\$318,017

Funds Raised

# Executive Team



**Heather E. Mason**  
**Executive Director**



**Risha Sanderson**  
**Development Manager**

A person with long brown hair, wearing a red top, is holding a white rectangular sign in front of their face. The sign has the words "Thank, you!" written in black cursive. The background is a blurred green, suggesting an outdoor setting with foliage.

Thank,  
you!