



*heals*  
*Annual Report*  
**2023**



# Director's Statement



Every year, we embark on a journey of discovery, pushing the boundaries of what's achievable for both our patients and our organization. In the face of unpredictability, we adapt, persevere through challenges, and seize every opportunity to build trust among our patients and stakeholders. Our unwavering commitment to our patients as our True North remains steadfast. Their healthcare needs are our priority, and every day we strive to not just meet but exceed their expectations. When our patients thrive, it ripples positively throughout our community.

This annual report encapsulates our ongoing mission to optimize the symbiotic relationship among our community partners. We celebrate the collective power of our community and highlight the remarkable achievements of the past year. We extend our heartfelt gratitude to all those who have played a role in our success.

In the last year, we achieved an incredibly successful STARS Dancing for HEALS, raising an astounding \$824,000. Additionally, we strengthened our mission by launching our Frank J. Williams Medical and Dental Clinic. Our goal with the mobile unit is to bring essential healthcare services directly to the children where they are - at school and home. We recognize that transportation can be a significant barrier to accessing care for many of our children, and the mobile clinic will eliminate this obstacle, enabling us to continue improving the health of children in our community.

Building upon these achievements, I am immensely proud of what HEALS, Inc. accomplished last year. Yet, our journey is far from over, and there is much more to be done to reach even more children and provide unparalleled quality care. Your steadfast support of our mission has been invaluable to our team and the communities we serve.

Thank you for your confidence, unwavering support, and for being an integral part of the HEALS Family!

Together, we are part of the solution.

A handwritten signature in black ink that reads "Heather E. Mason". The signature is written in a cursive, flowing style.

**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

Health 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 1998. During that time, we have treated over 25,000 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.



# Service Directors



**Teneshia Daniels, DDS**  
**Dental Director**

CEO & Practicing Dentist  
PremierDental Spa



**Patricia Fulmer, O.D.**  
**Optometry Director**

Founder, Owner, Practicing  
Optometrist  
Legacy Vision Center



**Matt Hancock**  
**Legal Liaison**

Attorney  
Wolfe, Jones, Wolfe, Hancock,  
Daniel & South, LLC



**Alice McDuffee, M.D.**  
**Medical Director**

Pediatrician  
Cornerstone Pediatrics

# Board of Directors



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**President**

Chief Analyst  
deciBel



**Hai Nguyen**  
**Vice President**

Director of Procurement  
BlueHalo



**Alice McFuffee, M.D.**  
**Secretary**

Pediatrician  
Cornerstone Pediatrics



**David Blair**  
**Treasurer**

Business Development  
Aerojet Rocketdyne

# Board of Directors Cont.



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TCSI Inc.



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**Immediate Past President**  
Senior Associate  
Booz Allen Hamilton



**Marianne Curren**  
Vice President  
Joint Systems Division  
DCS Corp.



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Advance Logistics Analyst  
BCF Solutions



**Melissa Davis**  
CEO/President  
MTA



**Maike DeMaria**  
CEO/Owner  
Capabilitix

# Board of Directors Cont.



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Senior Vice President  
First Horizon Bank



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



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Contracting Officer  
Army Contracting Command



**Kerry Warner, Ph.D.**  
Owner & Operator  
SETS Revealed



**Leteria Moses Waters**  
Vice President, Retail Market  
Manager  
Synovus



**Mary Lynne Wright**  
President  
Huntsville Hospital - Madison



**PeggyLee Wright**  
President  
The COMPANY You Keep

# 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

**Frank J. Williams Mobile Medical  
& Dental Clinic**  
Phone: 256.808.9123

## 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 and Wellstone for mental health diagnosis and treatment
- Collaborative referral to other specialists such as: Dermatologist, Pulmonologist, Orthopedist, ENT, 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
- Glasses provided to patients at no cost



# 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



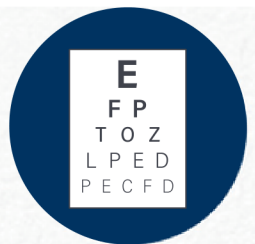
3,120 Medical Visits



1,800 Vaccinations



1,916 Dental Visits

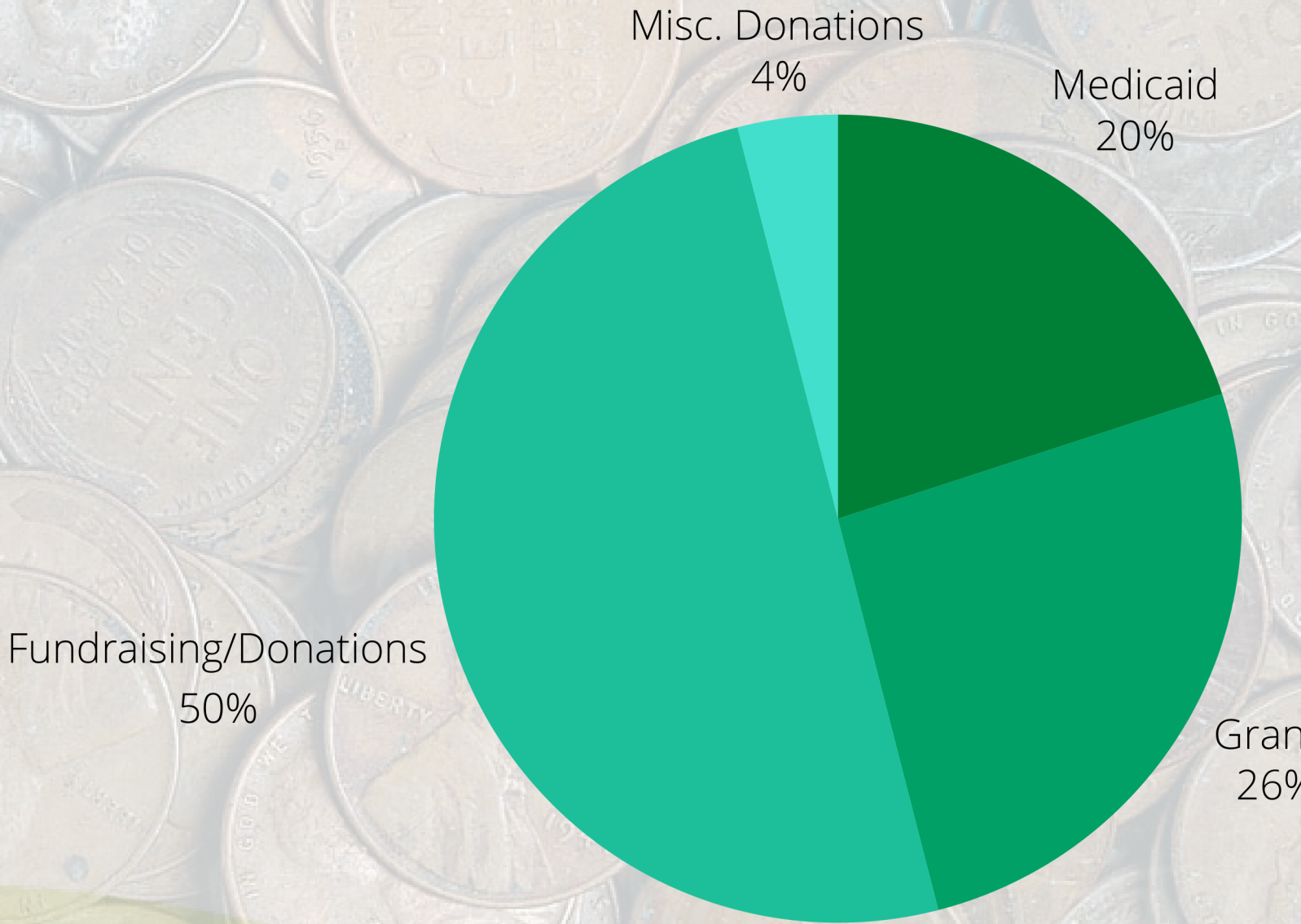


336 Optometry Visits

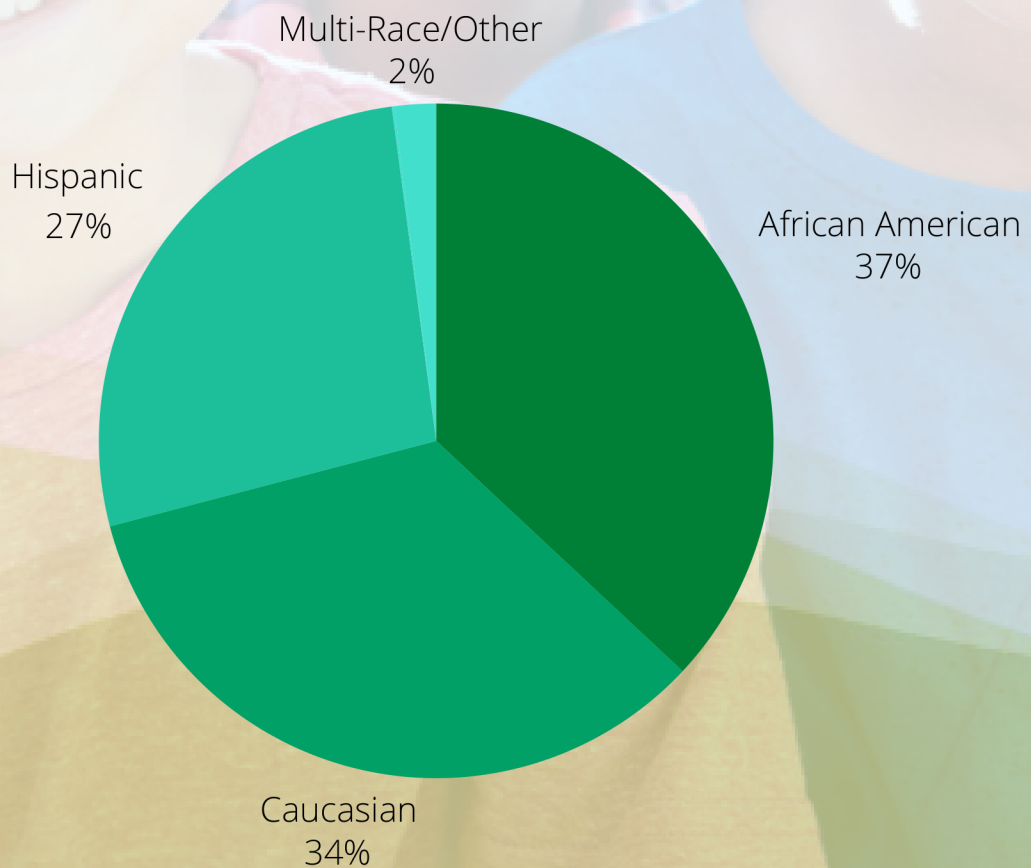
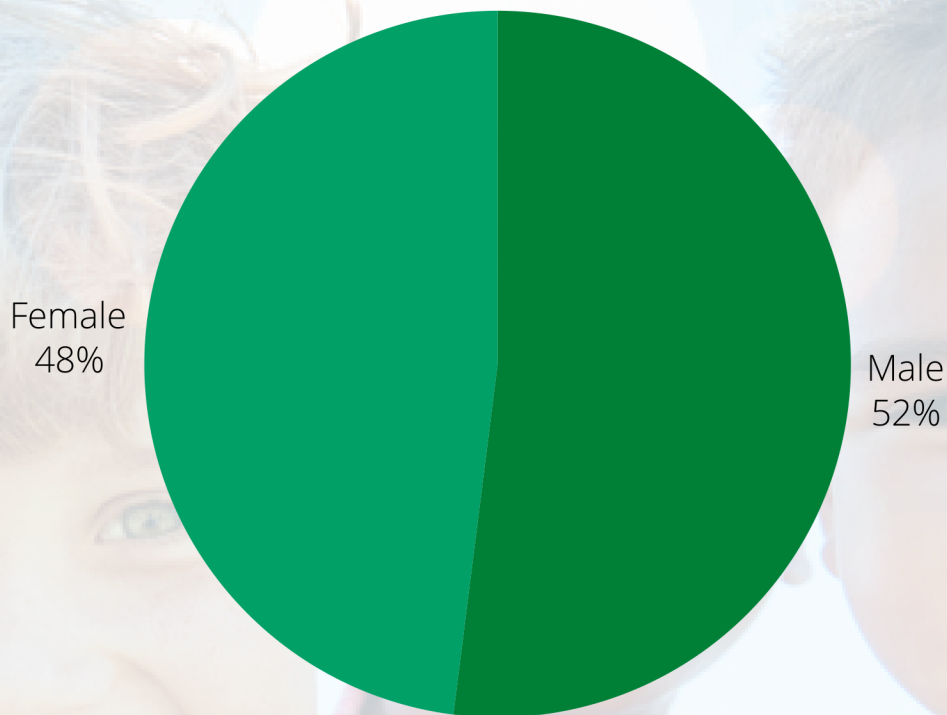


257 Glasses Issued

# Funding



# Our Patients



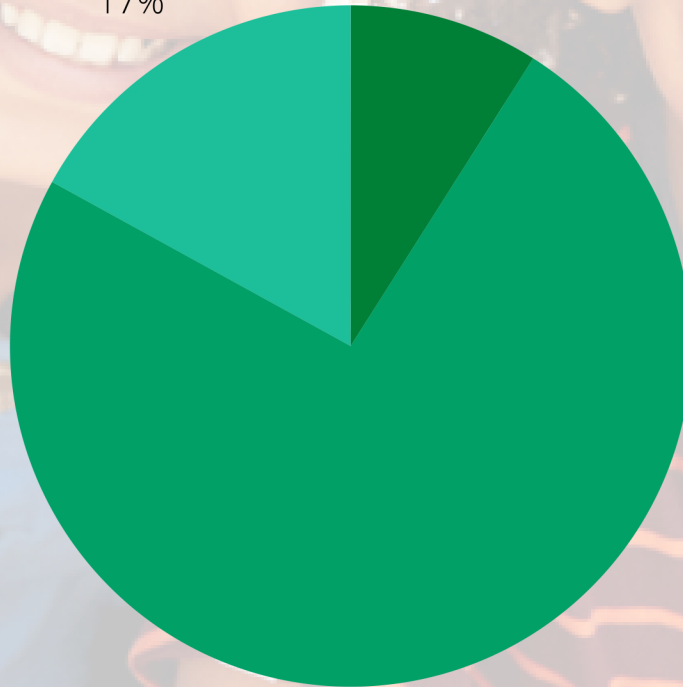
# Our Patients Cont.



Patients at or Below Poverty Level  
100%

Age 17-18  
17%

Age 5 - under  
9%



Age 6-17  
74%

# Celebrating



# Years



Thank you for 25 years of unwavering support. Your partnership has enabled us to provide vital medical, dental, and optometry care to the children of Madison County. Here's to many more years of making a difference together.

**You are part of the solution!**

# Frank J. Williams Mobile Medical & Dental Clinic



THANKS TO OUR INCREDIBLE COMMUNITY PARTNERS FRANK J. WILLIAMS, THE MADISON COUNTY COMMISSION, THE CHURCH OF JESUS CHRIST OF LATTER-DAY SAINTS, AND TARCOG - HEALS, INC. HAS SECURED A STATE-OF-THE-ART MOBILE MEDICAL AND DENTAL CLINIC, WHICH WILL FURTHER ENHANCE OUR ABILITY TO REACH CHILDREN LIVING IN POVERTY THROUGHOUT MADISON COUNTY. THE MOBILE CLINIC WILL TRAVEL TO VARIOUS SCHOOLS DURING THE ACADEMIC YEAR, RURAL PARTS OF THE COUNTY, AND TO LOWER-INCOME NEIGHBORHOODS, MAKING COMPREHENSIVE HEALTH SERVICES ACCESSIBLE TO THOSE WHO NEED IT MOST.

THE MOBILE CLINIC WILL OFFER A RANGE OF VITAL SERVICES TO THE CHILDREN OF MADISON COUNTY, INCLUDING:

- WELL-CHILD PHYSICALS
- IMMUNIZATIONS
- ACUTE VISITS
- DENTAL SCREENING
- CLEANINGS
- SEALANTS

OUR GOAL WITH THE MOBILE UNIT IS TO BRING ESSENTIAL HEALTHCARE SERVICES DIRECTLY TO THE CHILDREN WHERE THEY ARE: AT SCHOOL AND HOME. WE RECOGNIZE THAT TRANSPORTATION CAN BE A SIGNIFICANT BARRIER TO ACCESSING CARE FOR MANY OF OUR CHILDREN, AND THE MOBILE CLINIC WILL ELIMINATE THIS OBSTACLE, ENABLING US TO CONTINUE IMPROVING THE HEALTH OF CHILDREN IN OUR COMMUNITY.

**THE FRANK J. WILLIAMS  
MOBILE MEDICAL & DENTAL CLINIC  
PHONE: 256.808.9123**

# Programs

## KITS for KIDS

Many generous folks throughout the community often ask, “What does HEALS need?” Though there is quite an extensive “wish list” when it comes to providing children with the quality care they deserve, the HEALS nurses and staff have created the following health-related “kits” filled with supplies that are most often needed in the clinics, or by the families we serve.

Valued from \$10-\$30, anyone can help. If you, your organization, or group would like to participate, we gladly accept monetary donations for the kits, or you can host a supply drive to collect the items within the kits— either way will help HEALS give back to the children!

### BRIGHT SMILE KIT

- Kid’s toothpaste
- Kid’s toothbrush
- Regular toothbrush
- Large family-size toothpaste
- Dental floss

\$10.00

### FIX-IT KIT

- Alcohol
- Gauze
- Antibiotic ointment
- Q-tips
- Tweezers
- Ace bandage
- Thermometer

\$15.00

### HEELS FOR HEALS KIT

- New pair children’s athletic shoes (youth sizes 5-10)
- Socks

\$20.00

### COZY KIDS KIT

- Blanket
- Flashlight and batteries
- Children’s reading book
- Crayons & coloring books
- Healthy snack bars/Crackers/Cereal bars
- One gallon distilled water

\$25.00

### TIDY KIT

- Antiseptic wash
- Exam gloves
- Lysol Disinfectant Spray
- Youth deodorant
- Paper Towels
- Tissues- individual pack
- Over the counter Emergency Kit
- Pain reliever (Tylenol, Aspirin, etc.)

\$30.00

**WITH JUST \$10.00, OR ONE SUPPLY DRIVE, YOU CAN HELP US PROVIDE HEALTH CARE THAT ALL CHILDREN DESERVE!**

# Programs Cont.



**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.

.92 cents of every dollar donated goes directly to our mission!

MAKE AN IMPACT WITH EVERY DONATION



You can be a part of the SOLUTION!

BECOME A MONTHLY FRIEND OF



A donation of \$12 per month will pay for one child's medical care for an entire year.



A donation of \$25 per month covers dental and vision care for one child for an entire year.



A donation of \$65 per month covers medical and vision care for TWO children for an entire year.

2023  
STARS.  
dancing for  
HEALS



2023 Stars (from left to right)

Sameer & Ruchi Singhal, Dr. Rebecca Uhlmann, Michael Cox,  
Lauren Battle, Melissa Marty, Joy & Eric West, Maurice Scott

# 2023 STARS. dancing for HEALS



2023 Professional Instructors (Left to right)

Roberto Dextre, Gabriela Gonzalez, Jonathan Hillman, Victoria Greer,  
Aaron Green, Sofia Ward, Christopher Dawson, Hal Reid

# 2023 STARS. dancing for HEALS



2023 Opening Number  
Huntsville Community Drumline

# 2023 STARS. dancing for HEALS



# 2023 STARS. dancing for HEALS



2023  
★ STARS. dancing for ★  
HEALS

\$824,000  
Raised

# Executive Team



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



**Risha Sanderson**  
**Development & Marketing Director**

"KINDNESS IS THE LANGUAGE WHICH THE  
DEAF CAN HEAR AND THE BLIND CAN SEE"  
- MARK TWAIN



Picture drawn by HEALS, Inc. Patient