



Building healthy communities

**HOLYOKE HEALTH**

An aerial photograph of a city street corner. The central focus is a large, multi-story brick building with a flat roof and a decorative balcony. The building has many windows and a blue and green storefront. The street is paved and has some cars parked. In the background, other city buildings and a hillside are visible under a clear sky.

# 2024 IMPACT REPORT

Compassionate, Community-Centered, Quality Healthcare for All!



# Guiding our Mission

As a clinician and the CEO of Holyoke Health Center, I often see our mission come to life most vividly in the exam room. I care for patients 18 and older, with a special focus on those over 65. With them, I see firsthand how expanded access, integrated behavioral health, and new technologies translate into something much deeper than numbers or programs; they become the difference between isolation and connection, uncertainty and reassurance, illness and well-being.

In 2024, Holyoke Health Center expanded access to care, strengthened our behavioral health integration, and advanced workforce development programs that prepare the next generation of healthcare providers. We also invested in new facilities and technology that enable us to reach more patients with high-quality, inclusive, and culturally responsive care.



*Holyoke Health Center Senior Leadership Team*

These achievements are not just organizational milestones but daily improvements in patients' lives, including the older adults who inspire me with their resilience and remind me why our mission matters.

Our progress reflects our staff's dedication, our patients' trust, and our community partners' steadfast support. Together, we are building a stronger, healthier future rooted in compassion and collaboration. While we celebrate these accomplishments, I know from my dual perspective as a clinician and leader that significant work is still ahead. Guided by our strategic vision, we will continue to expand our reach, diversify our resources, and embrace innovative solutions to meet the evolving needs of our community.

I am deeply grateful for the opportunity to serve in this dual role, and for the commitment of everyone who helps make our mission a reality.



**Alejandro Esparza Perez, MD**  
*Chief Executive Officer*



**Gloria Urbina**  
*Board Chair*

# Content

- 04 Who We Are
- 05 Our Journey
- 06 Quality
- 07 PCMH Recognition
- 08 Care in Action
- 09 Strategic Progress
- 10 Future Focus
- 11 Finance
- 12 Active Grants
- 13 Call to Action



*I really enjoy my role at HHC because it gives me the chance to help our patients by connecting them with mental health providers who can support their needs. Being part of a team that genuinely cares about the community we serve makes the work both meaningful and fulfilling.*

***- Juana A. Olivera, Behavioral Health Integration, Referral Specialist***

# Building Healthy Communities For Over 50 Years

## Our Mission

To provide quality comprehensive health care for our communities.

## Our Values



**Equitable** Unbiased quality care provided by staff that reflects the communities we serve.



**Compassionate & Dignified Care**  
We genuinely care about the well-being of our patients and are dedicated to meeting people where they are.



## Our Vision

Compassionate, Community-Centered, Quality Healthcare for All!



**Community-Centered** Partnering with our communities and staff to actively respond to their needs.



**Established** Community health center with a legacy of success and deeply rooted in our communities for over 50 years, with our communities and staff to actively respond to their needs.

## About Holyoke Health Center

Since 1970, Holyoke Health Center has provided comprehensive, high-quality care to the communities of Holyoke, Chicopee, and surrounding towns. As a nonprofit community health center, we serve over 24,000 people each year—regardless of insurance status or ability to pay.

# Our Journey of Care

Holyoke Health Center has grown from a small community clinic into a comprehensive health care provider serving thousands across the region. Our timeline reflects a history of expansion, innovation, and deepening commitment to patient-centered care. Each milestone marks a step forward in our mission to improve health outcomes and increase access for all.



Then



Now

**1970** - Health Center opens at 30 Center St

**1996** - Health Center moves to 317 Maple St

**2001** - Pharmacy services begin

**2006** - Chicopee Health Center opens at 203 Exchange St

**2013** - Pediatric Dental services begin

**2020** - Walk-In Center opens

**2022** - Western Mass Hospital Dental Clinic opens

**1985** - Dental services begin

**2000** - New building 230 Maple St

**2006** - BHN offers integrated behavioral health services

**2008** - Chicopee Health Center moves to 505 Front St

**2019** - Center for Recovery and Support opens

**2021** - Vision Center opens

**2023** - Begins own behavioral health services

# Committed to Quality and Excellence

## Supporting Better Health Outcomes

### How We Measure Up: HHC Compared to the National Health Center Average in 2024

Measure	HHC Rate	National Average
Cervical Cancer Screening	<b>65%</b>	54.96%
Colorectal Cancer Screening	<b>59%</b>	41.10%
Diabetes Management (A1c>9%)*	<b>22%</b>	28.81%
Blood Pressure Control	<b>59%</b>	65.68%
Breast Cancer Screening	<b>69.7%</b>	52.40%

We believe quality care begins with listening to our community and measuring how well we're meeting health needs. Our performance—often above national averages—reflects strong teamwork, patient trust, and a shared commitment to prevention and long-term wellness.

*\*\*For the diabetes measure, lower numbers mean fewer patients with uncontrolled blood sugar—showing better diabetes management.*



*Our teams are dedicated to delivering exceptional patient-centered care and enhancing outcomes through the continuous improvement of our quality metrics.*

**Monica Liao, Chief Medical Officer**

# Patient-Centered Medical Home (PCMH) Recognition



Holyoke Health Center is recognized by the National Committee for Quality Assurance (NCQA) and a Joint Commission as a Patient-Centered Medical Home (PCMH), a model that

promotes strong patient-provider relationships, better access to care, and team-based support for managing health. This recognition reflects our commitment to delivering high-quality, coordinated care and improving health outcomes for our community.

We also maintain accreditation from other nationally recognized organizations to ensure safety, effectiveness, and continuous improvement. Regular inspections, performance reviews, and staff qualifications are all part of our ongoing dedication to excellence in care.



*I like the continuity of care. I saw this provider a long time ago when I was younger, and when I went to the appointment, the provider and dental assistant recognized me after all that time. It was comforting.*

**- Holyoke Health Center, Dental Patient**



# Care in Action - 2024

 **93,188** PATIENT VISITS

 **1,002** NEW HEALTH CENTER PATIENTS

 **305,135** PRESCRIPTIONS FILLED

 **16,508** VACCINES ADMINISTERED

 **15,183** UNIQUE MEDICAL PATIENTS

 **8,579** UNIQUE DENTAL PATIENTS

 **2,292** UNIQUE VISION PATIENTS

 **2,027** UNIQUE BEHAVIORAL HEALTH PATIENTS



*The courtesy and helpfulness of the person I spoke with on the phone were excellent; she was very nice, good, and understanding. The provider told me that the referral was going to take some time and gave me information on where to go and who to talk to in case I had a crisis. I have been going to the center for many years; I love the doctor and everyone there. The doctor was very good as he helped me with my behavioral health issues, and he has been my mother's doctor and my doctor when I was pregnant with my daughter. He is a very good doctor.*

**- Chicopee Health Center, Behavioral Health Patient**

# Driving Progress, Delivering Impact

Progress updates demonstrating how our efforts align with our strategic vision to improve health outcomes for our community.



## Behavioral Health Integration

In 2024, we expanded integrated Behavioral Health and pediatric services, embedding clinicians in care teams to better support behavioral and developmental health for patients of all ages.



## Leadership Training

Our Executive Leadership, Directors, and Managers have started the Leadership Development Course with MCG Partners and are applying their new skills to drive stronger teams and meaningful improvements across the organization.



## Access to Care

In 2024, we provided care to over 1,000 more people than the year before. We also expanded access by shifting Saturday non-urgent visits from telehealth to in-person, leading to 391 appointments—nearly twice as many as the previous year.



## Workforce Initiatives

Through workforce development and residency programs, we train future healthcare professionals across roles like Medical Assisting, Dental, Pharmacy, and Family Nurse Practice—building a strong, skilled team to serve our community with high-quality care.



## Technical Assistance Learning

We took part in a six-month training to strengthen our student and internship programs—creating a standardized playbook, tools for preceptor training, and a system to better manage placement demand and improve outcomes.



## Employee Satisfaction

We launched new initiatives to enhance communication, recognize outstanding work, and create more opportunities for engagement and professional growth. These efforts reflect our commitment to building a workplace where employees feel valued, supported, and heard.

# Shaping the Future of Care

We continue to advance strategic initiatives that expand our impact, embrace innovation, and strengthen care for the communities we serve.



## Expanding Patients Reach

We are strengthening outreach efforts to better serve diverse and underserved populations—helping ensure more people in our community can access the care they need.



## Diversifying Funding Streams

To support long-term sustainability, we're actively pursuing new funding opportunities that reduce reliance on single sources and strengthen our financial foundation.



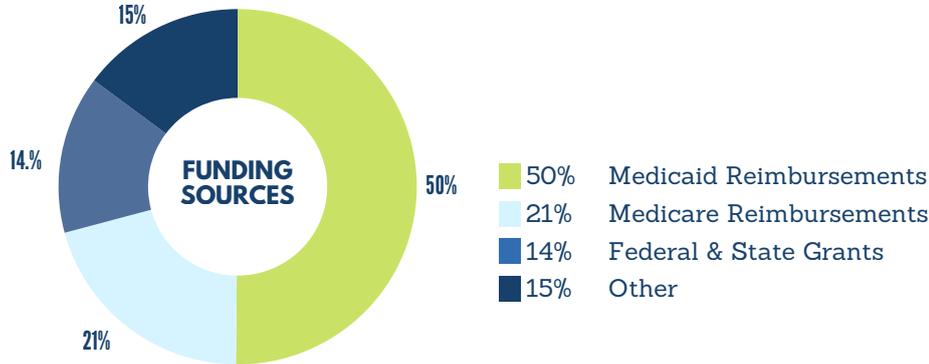
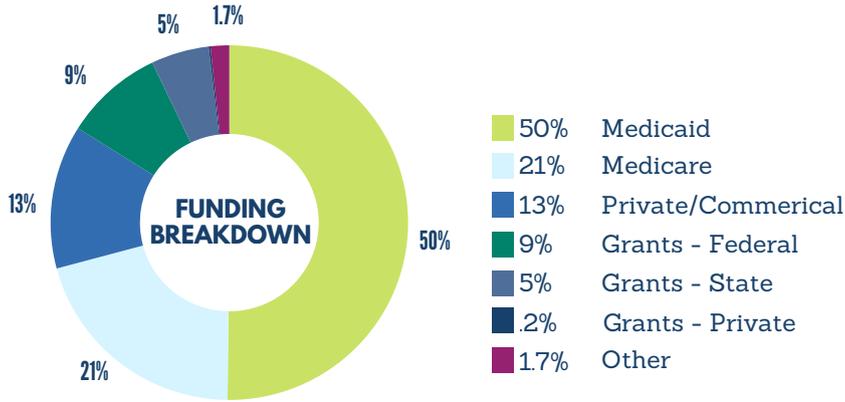
## Innovative Solutions

By embracing technology-driven tools, we're streamlining operations, improving access, and supporting both staff and patients with smarter, more efficient care systems.



With the recent acquisitions of the Steiger building, the Russell Osbourne building, and Child's Building, we are poised for continued growth. These new spaces will allow us to expand services, enhance patient experiences, and create new opportunities to serve our community for years to come.

# Investing in Community Health



## PATIENT PAYER MIX:



# 2024 Active Grants

## American Cancer Society

HPV Vaccine Education and Staff Support

## Boston University

Community Based HIV Dental Program

## Charles H. Hall Foundation

Supporting Community Access to Fresh Foods

## Community Care Cooperative

Supporting RN Diabetes Training Project

## Executive Office of Health and Human Services (EOHHS)

Capital Investment - Renovation and IT Equipment

Economic Relief - Health Safety Net Trust Fund

Economic Relief - Deferred Care Program

Dental Assistant Training Program

Primary Care Workforce Grant - MA Training Program

Provider Technology Grant

## Fallon Health

Supporting Community Access to Fresh Foods

## Feeding America

Supporting Community Access to Fresh Foods

## Harvard T.H. Chan

Strategies to Improve Cancer Prevention

## Health New England

Nurse Lactation Training

## Health Resources and Services Administration (HRSA)

Ryan White Part C - HIV Early Intervention Grant

Community Health Center 330 Grant

Dental Faculty Loan Repayment Program

## Health Resources and Services Administration (HRSA) Continued

American Rescue Plan Act Funding for Health Centers

P4 Challenge Grant - Children Immunizations

Expanding Covid Vaccination, Bridge Funding

## Mass Department of Public Health

Title X Grant to Support Family Planning Services

Counseling & Testing for HIV/HCV/STI/TB

HIV Case Management

Office-Based Opioid Treatment Program

State Opioid Response Program

Early Childhood Integration Learning Collaborative

Increased Access to Vaccines

## Mass Development

Infrastructure Grant

## Mass General

Healthy Weight Clinic and Pilot Test AAP Tool Kit

## National Association of Community Health Centers (NACHC)

Pharmacy Vaccine Hesitancy

Adult Immunization

## National Minority Quality Forum (NMQF)

Pharmacy Vaccine Hesitancy - Flu Vaccine Access

## Point32 Health Foundation

Quality Grant to Improve SDOH Screening and Interventions

## Substance Abuse and Mental Health Services (SAMHSA)

Substance Use Treatment, Recovery Coaches, and Peer Support

## University of Massachusetts, Amherst

Nurse Practitioner Residency Program

# Give today—and help build tomorrow.

Every gift to Holyoke Health Center helps build a healthier, stronger community—for today and for the future.

## Your support fuels:

### Expanding Healthcare Access

Help us reach more patients with quality, affordable care right in the heart of our city. Your gift expands access to culturally competent, compassionate services for all.

### Downtown Revitalization

Be a part of transforming Holyoke's future by investing in a vibrant, welcoming center for health and community.

### Workforce Development

Support the next generation of healthcare providers through training, education, and hands-on opportunities that begin right here.



**Together, we can do more.**

**Please scan the QR code below to contribute.**







Building healthy communities

**HOLYOKE HEALTH**



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