

# Education + Empowerment = Engagement







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## MISSION

Crescent Community Health Center provides high-quality, respectful, affordable, and comprehensive care to improve the health and well-being of our communities.

## VISION

Quality care for all resulting in healthy communities.



## VALUES

### **Accessibility**

We believe all individuals, regardless of ability to pay, should have access to quality healthcare services and the opportunity to be integrated with people who have the means to pay.

### **Collaboration**

We believe collaboration and affiliation with other providers/agencies will strengthen our program with regard to levels of care and breadth of services.

### **Diversity and Dignity**

We value diversity and believe in the dignity of each person.

### **Quality**

We believe that the highest standard of care should be available for all. We exist to enhance and promote the health and well-being of everyone through education, prevention, and treatment.

### **Advocacy**

We will represent the people we serve and promote the right of everyone to receive the highest quality healthcare.

### **Service**

We believe every aspect of our services provided by a caring staff should reflect that meeting the needs of each client is paramount to the dignity of each person.

### **Support**

We believe families are successful with community support, and our communities can and should work together for the needs of all in the tri-state area.

### **Education and Empowerment**

We believe in providing our patients with the medical, financial, and technological education they need to improve their sense of self-efficacy and promote the behaviors necessary to achieve optimal health outcomes.

*Pictured above left:*

#### **DENTAL DEPARTMENT**

FRONT ROW, LEFT TO RIGHT:

Grace Gilbertson, RDA  
Dr. Lydia Goodson, DDS  
Penny DeBuhr, RDH  
Dr. Shiqi Wang, DMD  
Paulina Jilok

MIDDLE ROW, LEFT TO RIGHT:

Cheryl Bandy  
Juanita Furry, RDH  
Diana Gau, EFDA  
Kara Simon, EFDA  
Christina Dierks, RDA

BACK ROW, LEFT TO RIGHT:

Tami Kaune  
Cathy Hayward, RDH  
Stephanie Gobrecht, RDA  
Dr. Marco Rouman, DDS  
Christine Geers  
Tammy Kloser, RDH  
Beth Nebel

*Not pictured:*

Susan Reding, RDA  
Chelsey Huseman, RDA  
Rachel Kenyon, RDA  
Nicolas Prieto, RDA  
Dr. Kevin Stingley, DDS  
Dr. Thomas Williams, DDS

*Pictured right:*

#### **MEDICAL RECORDS DEPARTMENT**

Cathy Triervieler  
Brandy Hansen







Gary Collins  
Ronelle Clark



## Dear Friends of Crescent Community Health Center,

What another exciting year as we marked our fourth full year in the historic Elm Street building! With continued expansion plans for more integrated dental care and an expanded Wellness Center, we are fully engaged in a 2023-2026 strategic plan that will sharpen our focus on **growth**, **operational excellence**, and our **outreach** efforts in the tri-states region!

Strategic Growth Using Robust Data Growth	Support Best in Class Human Capital, Development, and Training	Leverage New Health Record System (EPIC) and Processes
Champion Innovative and Excellent Operational Systems	Embrace Health Equity Initiatives	Optimize Engagement with the Communities We Serve
Identify and Maximize Alternative Revenue Streams	Culture of Safety	Sustain IPCA/INCC/IH+ Initiatives
Enhance Recruitment, Training, and Retention of Volunteer Board		

The Crescent team embarked on a new health records system, OCHIN-EPIC, and went live in September 2023. We joined ten other health centers in the Iowa Primary Care Association network by adopting this software. This state-of-the-art system allows our patients seen in any area of the clinic to be connected to a singular electronic medical records system. Nationally, more than 250 million patients have an electronic record in EPIC which is consistently ranked as the #1 electronic health record system annually. Patients will also be invited to log into the patient portal (My Chart) where they can access lab results, health information and in the future, set up appointments.

Crescent was recognized as a Health Resources and Services Administration **GOLD** badge recipient for the 2022 quality data submission for the second year. This means Crescent is in the top 10% nationally compared to our 1,400 peer health centers. Crescent also won the national video competition for National Health Center Week for the second year in a row! The talents of our team are not just limited to excellent patient care and service – we have lip-sync and air guitar abilities, too – and we have a little fun each day!

Crescent saw an increase in the number of patient visits year over year – a **6.8% increase** to nearly **36,000 visits!** More than **10%** of our patients are served in a language other than English.

Our outreach and enrollment team completed approximately **4,500 assists** in 2023 and were able to get more than **1,100 patients** converted from being uninsured to either Medicaid or Medicare! Crescent also served more than **300 veterans** and about **350 unhoused patients** in 2023.

We had a **90% participation rate** in our employee engagement survey and once again, our incredible staff shared their outstanding engagement thoughts in the annual survey. **94.8% of our team** looks for opportunities to support others they work with. **93.2%** of our team have immense pride in their job and **92.3%** feel Crescent's core values align with their own!

We are grateful we are here to support the communities we serve, and we could not do this work without our volunteer board of directors. Ronelle Clark led the board as chair in 2023 and her dedicated leadership helped move us forward. We look forward to collaborating with John McAndrew – the newly elected chair and are thankful to all our board and committee members for their dedication and service to our mission.

With gratitude and in health,



Gary Collins  
Chief Executive Officer



Ronelle Clark  
Board Chair



# Fundamental Leadership

The volunteer board of directors, executive leadership team, and providers collaboratively guide every department, special initiative, and service to realize Crescent's vision of delivering quality care to all, thereby fostering a healthier community.

With over half of our board of directors consisting of patients, we ensure that significant decisions for Crescent are informed by patient perspectives. This provides accountability to the unique needs of our community. Moreover, our board members bring diverse expertise in areas such as marketing, healthcare, public health, legal counsel, small business, finance, and non-profits.

With their guidance, our teams work together to enhance the patient experience by expanding access to affordable, respectful, high-quality, and comprehensive care.



## BOARD OF DIRECTORS



## COMMITTEE MEMBERS



## EXECUTIVE LEADERSHIP



### BOARD OF DIRECTORS

Ronelle Clark, *Board Chair*  
 Ann Decker, *Immediate Past Chair*  
 (term ended December 2023)  
 John McAndrew, *Vice Chair*  
 Mike Muench, *Vice Chair*  
 (term ended April 2023)  
 Robin Kennicker, *Vice Chair*  
 Deb Hickmon, *Secretary*  
 Lynee Robson, CPA, *Treasurer*  
 Mary Rose Corrigan, *Emeritus*  
 Kenny Garlow  
 Stephanie Martin (term ended May 2023)  
 Miguel Modeste (term ended May 2023)  
 Matt Schmid  
 Bob Shafer  
 Dan White  
 Mike Wright

### COMMITTEE MEMBERS

Dr. Paul Ellerbeck  
*Performance Improvement Committee*  
 Chris Fry, *Personnel Committee*  
 Jenny Larson, *Finance Committee*  
 (term ended March 2024)  
 Michelle Markus  
*Performance Improvement Committee*  
 Samantha Redmond  
*Performance Improvement Committee*  
 Mindy Roberts, ARNP, PMHNP  
*Performance Improvement Committee*

### EXECUTIVE LEADERSHIP

Gary Collins, MBA  
*Chief Executive Officer*  
 Dr. Ursula Livermore, MD  
*Chief Medical Officer*  
 Jennifer Raber, CPA  
*Chief Financial Officer*  
 Dr. Marco Rouman, DDS  
*Chief Dental Officer*  
 Cayla Schneider  
*Director of Mission Advancement  
 and Community Relations*



# PROVIDERS

## Brain Health



## Dental



## Medical



## Clinical Pharmacy



## PROVIDERS

### Brain Health

Jon Decker, LMHC  
*Director of Brain Health*  
 Katie Campbell, PMHNP  
 Suzanne Chukas, LMHC, CADC  
 Allison Schwab, LISW  
 Benjamin Shaw, LISW  
 Kiresten Theill, LMSW  
 Tracy Tschudi, PMHNP

### Dental

Penny DeBuhr, RDH  
 Juanita Furry, RDH  
 Dr. Lydia Goodson, DDS  
 Cathy Hayward, RDH  
 Tammy Kloser, RDH  
 Dr. Kevin Stingley, DDS  
 Dr. Shiqi Wang, DMD  
 Dr. Thomas Williams, DDS, MD, FACS

### Medical

Ashley Biedermann, ARNP  
 Dr. Brandon Bourgeois, MD  
 Caitlyn Hicks, ARNP  
 Dr. Heather Kruse, MD  
 Shay Seeberger, ARNP  
 Dr. James Livermore, MD  
 Rachael Ploessl, ARNP  
 Amanda Renne, ARNP  
 Dr. Karissa Sanchez Traun, MD  
 Ann Weltin, ARNP  
 Dr. Reagan Wolbers, MD

### Clinical Pharmacy

Dr. Heather Rickertsen, PharmD  
*Director of Clinical Pharmacy Services*  
 Dr. Kebba Bojang, PharmD  
 Dr. Joshua Feldmann, PharmD  
*Director of Midwest Medical Pharmacy Services*  
 Dr. Laura Fitzpatrick, PharmD  
 Dr. Emma Kraayenbrink, PharmD  
 Dr. Kristen Timmerman, PharmD



## NEW LEADERSHIP

Crescent welcomes a dynamic trio to its leadership team, each bringing a wealth of experience and passion to their respective roles.



LEFT TO RIGHT:  
Cayla Schneider  
Jen Cavanagh  
Dr. Ursula Livermore, MD

Jen Cavanagh has stepped into the role of director of strategy and compliance. With a professional background as a nurse and social worker, including a tenure as a clinical nursing director at MercyOne and nurse and compliance specialist at Hospice of Dubuque, Jen brings a unique blend of clinical acumen and compliance expertise to her new position. Her responsibilities encompass overseeing strategic planning initiatives, ensuring regulatory compliance, and maintaining operational efficiency. Jen's track record of excellence in healthcare administration positions her as a valuable asset to Crescent's leadership team.

Dr. Ursula Livermore, MD, assumes the position of chief medical officer, entrusted with guiding medical strategy and ensuring high-quality patient care. With a background spanning over two decades in family medicine, Dr. Livermore's dedication to comprehensive healthcare is palpable. Her expertise in areas such as dermatology, preventative care, and chronic health management enriches Crescent's

commitment to holistic patient wellness. Moreover, her leadership experience at a previous federally qualified health center underscores her ability to steer Crescent towards continued excellence.

Complementing this formidable duo is Cayla Schneider in the role of director of mission advancement and community relations, entrusted with fostering community relationships and advancing Crescent's mission. Cayla's tenure as the director of development at Loras College underscores her adeptness at cultivating meaningful connections and mobilizing support for critical causes. Her passion for community engagement and her knack for building lasting relationships align seamlessly with Crescent's commitment to serving its community.

Together, Dr. Livermore, Jen Cavanagh, and Cayla Schneider embody Crescent's dedication to providing exceptional care and advancing the health and well-being of its patients and community alike.



# Employee Engagement

At Crescent, we strongly believe that **our people** are the cornerstone of fulfilling our mission. The feedback from our employees is not only essential for retaining talent, but also pivotal in our efforts to cultivate a culture of innovation, communication, and growth.

Employee engagement is about aligning an individual's authentic self through physical, cognitive, and emotional channels. **But what exactly does "preferred self" mean?** In the workplace, employees are constantly faced with decisions. When an individual embraces their preferred self, they are embracing their identity, thoughts, and emotions—this authenticity breathes life into their role, allowing them to fully inhabit it.

*"I have enjoyed my time working at Crescent and the extra steps they take for staff appreciation. I enjoy the environment that has been created and can tell that effort is put into making this a safe and enjoyable place to work. During my time here, I have made great friends, participated in the events that the appreciation committee puts on, and have felt great joy from the work I provide daily. I am excited for what is to develop in the next few years and looking forward to how we can improve patient's lives!"*

—Aleah Maiers, Executive Administrative Assistant

*"I take enormous pride in working for Crescent Community Health Center. As someone who strongly believes that healthcare should be accessible to all, I am happy to work for an organization that shares this belief. I cannot say enough positive things about the staff here. On my first day, everyone was very welcoming and helpful. That positive energy has not diminished over time. But Crescent does not just take care of its patients. It takes care of its employees as well through its benefits, support of healthy work-life balance, and its response to employee needs and concerns. I am excited to see what the future holds as Crescent continues to grow and expand its services to meet the needs of the community."*

—Danielle Hoppman, Human Resources Generalist

**What our employees are saying...**

**88%**

of respondents have great relationships with others, people treat each other with respect.

**93%**

of respondents have great pride in their job.

**92%**

of respondents believe the organization's core values are well aligned with their own.

**95%**

of respondents look for opportunities to support others they work with.





Shelbie Engler, CMA  
Jon Decker, LMHC

# Mission Moments

## PATIENT TESTIMONIALS

*"I had never been down to your facility before, it's gorgeous, and the staff matches that same personality. I'm going to check into possibly seeing a counselor down there and their brain health services. Very impressed with what Dubuque has done with that old building!"*

*"Even though I have lived in Dyersville for three years now, I still enjoy coming to Crescent. All the staff are kind and helpful to me. I really feel welcome there and I will continue to call Crescent my healthcare home."*

*"I am deaf and the provider took time to talk slowly so I could lip read."*

*"Extraordinary care and precision was my experience with Dr. Goodson and staff. The procedure was fast and efficient considering all the work done. I had virtually no aftereffects, except that now I am pain-free for the first time in about ten years! I literally couldn't be happier. I'm cautiously optimistic about the future of the tooth that received care. Thank you, sincerely, very much to everyone involved including Dr. Williams and especially Dr. Goodson."*

*"I feel that everyone was very personal and my time there was awesome. You have the best equipment, and everyone was helpful and answered every question I had. Have already recommended to two people looking for a reasonable priced dental practice. Thank you."*

*"Katie Campbell is incredible. She listens, doesn't make you feel rushed, and sincerely cares for her patients. This was my first visit with her and looking forward to having her as my provider."*



Scan QR code to watch  
testimonial videos

*"All the staff were very pleasant and attentive experience, and I was in very quickly and out."*





“Everybody down here is awesome. From the minute you walk in the door, they are smiling, accommodating, and professional. From the receptionist to the nurses and the doctors. They aren’t just caring for you, they care about you. I enjoy painting and I donated the art to make one person ease their mind while they are going through their difficulties. They put the art up and got a lot of replies from the patients on how much they like it. If it just eases you for one minute, it’s a plus.” – John Bly

*to my needs. I had a good Great staff and services!”*

*“All your gifted employees from reception to all the staff in the inner office were kind, informative, and answered all of my questions, including the dentist who I saw near the end of my appointment. I will say they all went beyond and above all my expectations.”*

*“Very understanding. Went through my medical history and explained the pros and cons of each thing that the provider was looking at to provide for me. Very happy overall.”*

*“I was pleasantly surprised to find out that Crescent took care of the cost of my prescription knowing that cost was a huge concern for me. Very much appreciated!”*

*“Dr. Williams was awesome! My tooth has been giving me problems for over two months. Dentist in two different states said that I would need surgery and they couldn’t do it. I came into crescent and they scheduled me with Dr. Williams on Monday after thanksgiving and with in 15 minutes my tooth was out and he was awesome. I needed no surgery just a dentist that knew what he was doing!”*

# Quality Counts

In November 2023 Crescent was awarded four Community Health Quality Recognition (CHQR) badges. CHQR badges recognize Health Center Program awardees and look-alikes (LALs) that have made notable quality improvement achievements in the areas of access, quality, health equity, and health information technology for the most recent Uniform Data System (UDS) reporting period.

“This is a moment of great pride for Crescent and a testament to the exceptional care we provide to our patients. Achieving the Gold award is a remarkable

feat, as it places us among the top performing centers in the entire nation. Out of 1,370 centers, only 144 attained this level of recognition for the 2023 UDS results,” said Gary Collins, Chief Executive Officer. “These adjusted quartile rankings consider important factors such as the percentage of uninsured patients, the proportion of racial and ethnic minority patients, the number of patients experiencing homelessness, and our electronic health record status. This recognition underscores our commitment to serving diverse and medically underserved populations.”



LEFT TO RIGHT:  
IT DEPARTMENT  
Jon Uzel  
Corbin Nielsen  
James Ridley  
Not pictured:  
Patrick Prosch



Crescent was awarded the Gold Health Center Quality Leader, Access Enhancer, Addressing Social Risk Factors, and Advancing Health Information Technology (HIT) for Quality. Below is further detail on each badge.



**Health Center Quality Leaders** achieve the best overall clinical quality measure (CQM) performance among all health centers. They are recognized in the following tiers: Gold (top 10%), Silver (top 11-20%), or Bronze top (21-30%).



**Access Enhancer** recognizes health centers that increase the total number of patients they serve and the number of patients who receive at least one comprehensive service (brain health, substance abuse, vision, dental, and/or enabling) by at least 5%.



**Addressing Social Risk Factors** recognizes health centers that increase the percentage of patients who received enabling services between the last two UDS reporting years.



**Advancing Health Information Technology (HIT) for Quality** recognizes health centers that meet all criteria to optimize HIT services. Eligibility is calculated using 2023 UDS data. Health centers must meet the following five criteria:

- Adopted an electronic health record (EHR) system.
- Offers telehealth services.
- Exchanges clinical information electronically with key providers health care settings.
- Engages patients through health IT.
- Collects data on patient social risk factors.

*In June 2023, Crescent received the following accreditation:*



### **Patient Centered Medical Home (PCMH)**

The National Committee for Quality Assurance (NCQA) has developed a set of standards and guidelines for assessing a practice's transformation into a Patient-Centered Medical Home (PCMH). To achieve PCMH recognition, practices must meet all 40 core criteria and earn 25 credits from elective criteria across five of the six concepts. The PCMH Recognition Program has evolved to feature a set of six concepts that make up a medical home, including care coordination and care transitions. Practices pursuing or maintaining PCMH recognition are encouraged to report on standardized measures whenever possible in the quality improvement concept.

# Keeping Our Community **Healthy**

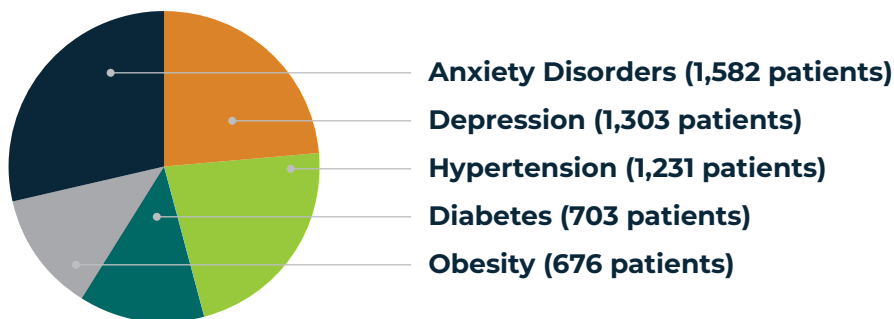
Crescent commenced operations in October of 2006, under the guidance of committed board members and generous community supporters who recognized the necessity for primary medical and dental care among underserved populations.

For nearly 20 years, Crescent has diligently offered access to primary healthcare services to individuals and families in our tri-state communities who require them the most. Our doors welcome everyone, regardless of their background, including families, children, the elderly, the homeless, those without insurance, those on Medicaid, or those with private insurance. We ensure that no one is ever denied care.

## 2023 PATIENT METRICS TO NOTE

- 51.5% of patients are at or below the 100% Federal Poverty Line
- 78.3% of patients are at or below the 200% Federal Poverty Line
- 10.1% of patients are served in a language other than English
- 3,042 uninsured patients, a 28% decrease from 2022
- 4,523 Medicaid patients, a 23% increase from 2022
- 1,023 Medicare patients
- 423 LGBTQ+ patients
- 53% of patients were tested for HIV
- 54.5% of eligible patients participated in a cervical cancer screening
- 35.1% of patients participated in a colorectal cancer screening
- 45.9% of eligible patients participated in a breast cancer screening

## TOP FIVE DIAGNOSES (% OF PATIENTS)





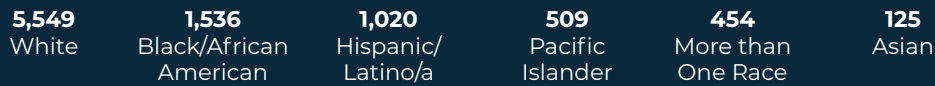
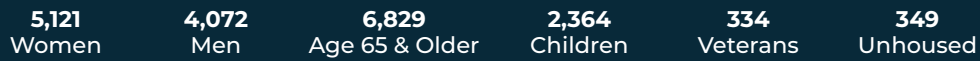
## 2023 BY THE NUMBERS



### 35,880 CLINIC VISITS\*



### 9,193 PATIENTS SERVED



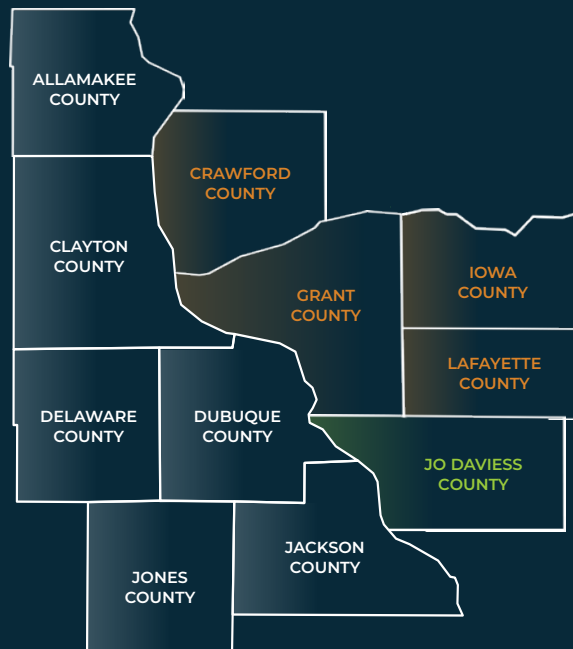
### TRI-STATES SERVICE AREA

**Illinois**  
Jo Daviess County **569**  
Other IL **15**

**Iowa**  
Dubuque County **7,143**  
Jackson County **287**  
Clayton County **142**  
Delaware County **85**  
Allamakee County **55**  
Jones County **23**  
Other IA **64**

**Wisconsin**  
Grant County **503**  
Lafayette County **119**  
Crawford County **63**  
Iowa County **25**  
Other WI **13**

**Other** **87**



\*Includes 1,497 Telehealth Visits

# Addressing the Primary Care Gap

## BRIDGING ACCESS AT CRESCENT

With over 100 million Americans lacking a usual source of primary care due to provider shortages in their communities, Crescent stands as a vital resource in closing this gap.

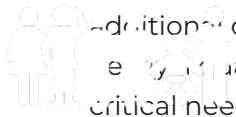
Nearly 1 in 10 of the medically underserved population lack insurance, emphasizing that access to primary care goes beyond insurance coverage. Even insured individuals often struggle to access care due to provider shortages. More than half of medically underserved individuals have incomes below 200% of the Federal Poverty Level, facing additional cost barriers and challenges in traveling long distances for care. Alarming, the majority of the medically underserved population are children, highlighting the critical need for pediatric primary care.

Community health centers like Crescent play a pivotal role in providing care to those in need. Without them, an additional 15 million patients would be at risk of lacking a usual source of primary care. Investing in these centers is investing in the health and well-being of local communities.

FRONT ROW, LEFT TO RIGHT:  
**PHARMACY DEPARTMENT**  
Dr. Heather Rickertsen, PharmD  
Dr. Kristen Timmerman, PharmD

MIDDLE ROW, LEFT TO RIGHT:  
Beverly Erzen  
Dr. Laura Fitzpatrick, PharmD  
Marissa Dallege  
Sue Link

BACK ROW, LEFT TO RIGHT:  
Kendall Mayne  
Dr. Joshua Feldmann, PharmD  
Molly McLaughlin

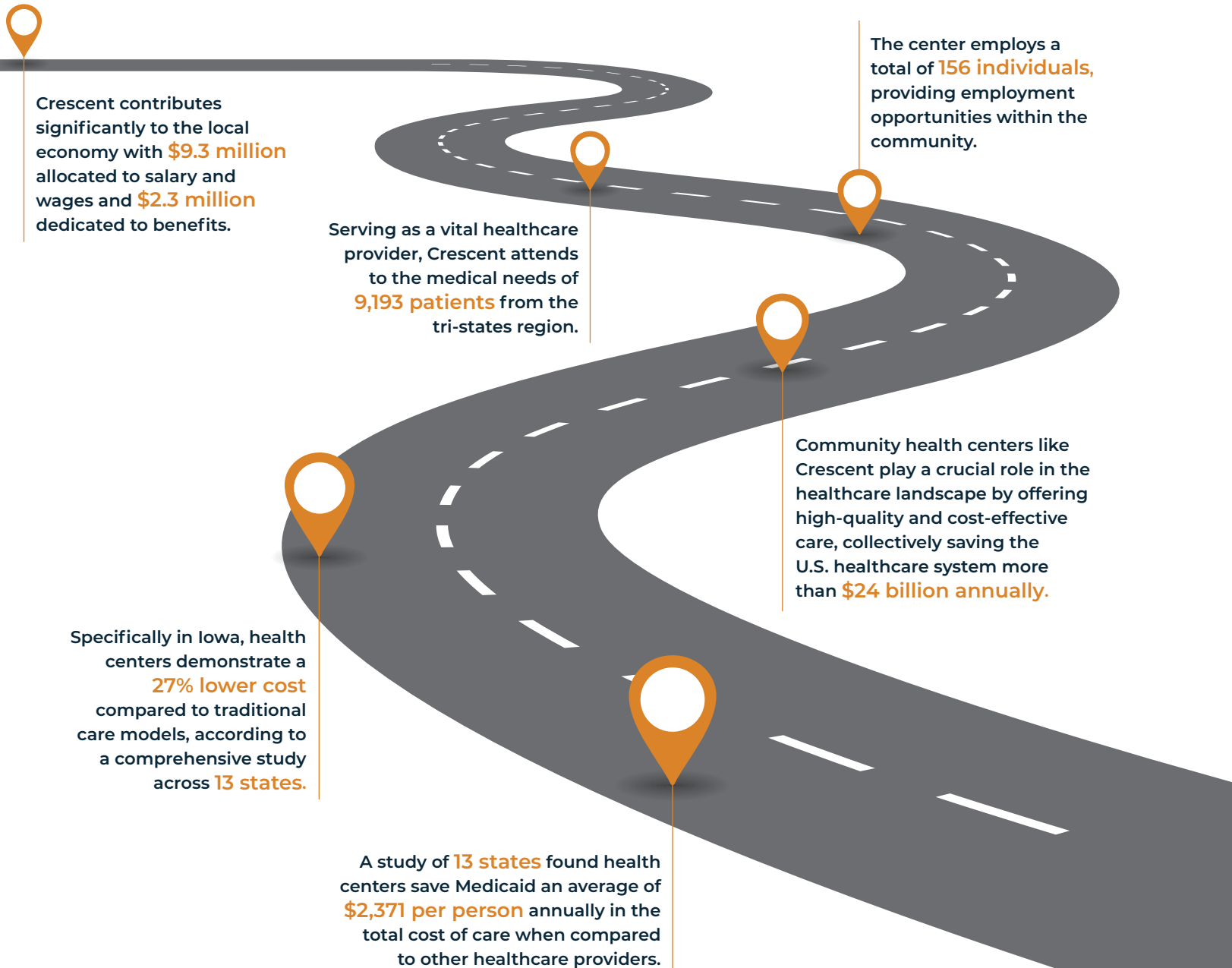




# Local and Statewide Impact

Crescent stands as a cornerstone of the local community, offering vital healthcare services and fostering economic growth within the region. Through its dedicated workforce of more than 150 employees, the clinic not only provides essential healthcare but also infuses millions of dollars into the local economy through salaries, wages, and benefits. Beyond its immediate impact, community health centers like Crescent play a pivotal role in shaping statewide

healthcare dynamics. These centers not only offer high-quality and cost-effective care but also alleviate financial burdens on the healthcare system, ultimately benefiting both individuals and the broader community. Their presence signifies more than just medical treatment; it represents a commitment to equitable access to healthcare and a catalyst for economic prosperity and social well-being across Iowa.



# Defining Moments

## ENHANCING HEALTHCARE ACCESSIBILITY (CRESCENT QUICKCARE CLINIC)

In the fast-paced world of healthcare, Crescent continues to innovate and adapt to meet the diverse needs of our community. Our Crescent Quickcare Clinic stands as a pillar of accessible and efficient healthcare delivery, offering a blend of top-tier clinical expertise with convenience.

At Crescent Quickcare, our mission is simple yet profound: to provide timely and effective care for individuals facing urgent or serious, yet non-life-threatening conditions. From minor injuries to acute illnesses, our dedicated team of professionals is equipped to address a wide range of medical concerns with precision and compassion.

One of the most significant impacts of Crescent Quickcare lies in its role in alleviating strain on emergency rooms and the financial burden of healthcare emergencies. By offering a viable alternative for individuals requiring immediate attention but not necessarily emergency intervention, we play a crucial part in preventing emergency rooms from becoming overburdened. This ensures that those with true emergencies receive the prompt care they need while allowing our community members to access timely treatment in a more efficient manner.

Crescent Quickcare embodies our commitment to holistic community health. By providing a streamlined and accessible avenue for urgent care, we contribute to overall wellness by addressing medical needs promptly and effectively. This not only improves individual health outcomes but also fosters a healthier and more resilient community.

As we reflect on the impact of Crescent Quickcare, we recognize its significance as a resource in our community. Its presence not only ensures timely care for those in need, but also embodies our unwavering dedication to providing affordable healthcare services that prioritize both efficacy and convenience.

With Crescent Quickcare, we continue to redefine the standards of accessible care, empowering our community members to access the care they need, when they need it most.



317  
Children served



Quickcare  
By the Numbers

3,169

Visits

Top five most  
common ailments

Respiratory

STD/STI Testing

Skin Issue

Sore Throat

Gastric Intestinal Symptoms

115

Patients age 65+

1,659

Patients age 18 and older



Shay Seeberger, ARNP

# Dental Expansion

## EXPANDING SMILES AND ENRICHING LIVES

In a significant stride towards enhancing oral health services, Crescent has embarked on an ambitious journey of expansion which began in fall of 2022. This expansion is poised to elevate dental care accessibility and quality, reinforcing Crescent's commitment to comprehensive healthcare.

The foundation of this expansion lies in the renovation and expansion of our existing facilities to accommodate an array of advanced dental services. Among the key highlights of this expansion are the introduction of oral surgery suites, dedicated pediatric dental suites, and the establishment of an onsite, state-of-the-art dental laboratory.

With these enhancements, Crescent is poised to significantly expand its dental capacity, projecting to serve over 11,500 patients not only in Dubuque but also in surrounding counties. This expansion builds upon Crescent's earlier efforts in 2020, when we began offering reconstructive treatments focusing on tooth replacement solutions. Initially projected to complete 275 prosthetic procedures in 2021, the actual number surpassed expectations, with over 1,600 patients receiving restorative treatments, underscoring the pressing need for such services in our community.

Beyond the scope of services, this expansion initiative will also pave the way for new employment opportunities. Crescent will be hiring three general dentists, one oral surgeon, one lab technician, one care coordinator, and one scheduler, further contributing to job creation and economic growth in our community.

In the words of Dr. Marco Rouman, Crescent's Chief Dental Officer, "We will be able to provide pediatric, oral surgery, and advanced prosthetic services including dentures, crowns, and bridges, supported by our state-of-the-art, onsite dental laboratory. This will increase access for patients in need of comprehensive dental care and allow us to address a significant need for specialty services as well."

As we embark on this transformative journey, Crescent remains committed in its mission to provide equitable, high-quality healthcare to all members of our community. With the expansion of our dental services, we are poised to make meaningful strides towards improving oral health outcomes and enhancing the overall well-being of those we serve.



The state-of-the-art dental milling machine at Crescent holds significant importance as it eliminates the need to send patients out for dental specialty care. This streamlined process ensures that patients receive comprehensive dental services under one roof, enhancing convenience, efficiency, and continuity of care. By offering in-house milling capabilities, we empower our patients with timely and effective treatments while optimizing their overall dental experience.





“

*We will be able to provide pediatric, oral surgery, and advanced prosthetic services including dentures, crowns, and bridges, supported by our state-of-the-art, onsite dental laboratory. This will increase access for patients in need of comprehensive dental care and allow us to address a significant need for specialty services as well.”*

–Dr. Rouman, Chief Dental Officer

LEFT TO RIGHT:  
Dr. Lydia Goodson, DDS  
Dr. Marco Rouman, DDS  
Dr. Shiqi Wang, DMD  
Dr. Abdulrhman Abouali, Dental Resident



# Empowering Communities

## THE VITAL ROLE OF COMMUNITY HEALTH WORKERS

In the intricate tapestry of healthcare, fostering equity and inclusivity stands as a foundational principle—a guiding light illuminating the path toward a healthier, more equitable society. At Crescent, we are persistent in our commitment to addressing health disparities and promoting wellness among all members of our community, particularly the Black and African American, Hispanic, and Marshallese populations, who face unique challenges in achieving optimal health.

As the largest minority population in the United States, Black and African Americans grapple with some of the most profound health disparities, spanning from chronic conditions to access barriers. Despite strides in medical technology and healthcare accessibility, these disparities persist, underscoring the pressing need for community-centered approaches.

At Crescent, we recognize that bridging these gaps necessitates a multifaceted strategy—one that extends beyond clinical care to encompass community engagement and empowerment. Central to this endeavor is the pivotal role of community health workers, individuals who serve as liaisons between healthcare providers and the communities they serve, fostering trust, understanding, and collaboration.

The role of a community health worker transcends conventional healthcare boundaries, encompassing a spectrum of responsibilities aimed at improving health outcomes and reducing disparities. From conducting outreach initiatives to providing health education and facilitating access to resources, these dedicated individuals work to address the multifaceted needs of their communities.



Through targeted health education programs, one-on-one consultations, and outreach initiatives, Crescent empowers individuals to take control of their health and make informed decisions. By bolstering health literacy and promoting healthy lifestyle choices, we strive to uplift and empower communities, catalyzing a ripple effect of positive change.





FRONT ROW, LEFT TO RIGHT  
Irene Maun  
Sherri Edwards  
Shawna Domeyer  
BACK ROW LEFT TO RIGHT:  
Bridget Scales  
Jason Hoppenjan, RN  
Ann Morris  
Dustin Alfred  
*Not pictured:*  
Luzelena Bravo  
Berlin Mendez  
Yazmin Miranda

The impact of Crescent’s community health worker program extends far beyond the confines of healthcare facilities, resonating deeply within the fabric of our communities. By fostering collaboration, empathy, and empowerment, we are not merely addressing health disparities—we are nurturing a culture of wellness, resilience, and equity.

As we chart our course forward, Crescent remains committed to championing health equity and inclusivity. Together, hand in hand with our dedicated community health workers, we forge a path toward a future where every individual has the opportunity to thrive, irrespective of race, ethnicity, or socioeconomic status.



# Promoting Health and Healing



Toni Castelucio (patient)  
Cassie Foley



## A WELLNESS CENTER TRANSFORMATION

In a world where access to comprehensive healthcare can often feel like an unattainable luxury, Crescent stands as a beacon of hope and healing for individuals like Toni, who have found solace and transformation within its walls. The Crescent Wellness Center, in particular, has emerged as a vital resource in promoting physical and emotional well-being for our community.

Toni's journey, shared through her heartfelt testimonial, embodies the essence of the impact that Crescent's Wellness Center has had on countless lives. Hailing from the Twin Cities and grappling with profound loss after her husband's passing from COVID, Toni found herself in the depths of grief, immobilized by its weight. She candidly reflects, "After my husband passed, I sat for two years. Grief got ahold of me."

Amidst her struggles, Toni stumbled upon a glimmer of hope in the form of an email newsletter from Crescent, informing on the free wellness center. This discovery marked a turning point in Toni's life. She recalls being "blown away" by the realization that such a comprehensive resource was available to her at no cost.

For Toni, the Crescent Wellness Center has become a sanctuary of sorts—a place where healing and transformation are not only encouraged but readily accessible. Toni's testimonial highlights the inclusive and supportive environment fostered within the center, where individuals are empowered to pursue their health goals at their own pace, free from judgment or pressure. She notes, "There is nobody judging or pushing you, but there is someone here if you have any questions."

Indeed, the Crescent Wellness Center embodies the culture of holistic health, offering a range of amenities and services designed to cater to diverse needs and preferences. From state-of-the-art equipment like ellipticals and free weights to personalized assistance from Crescent's Health and Wellness Coordinator, Cassie, every aspect of the center is meticulously curated to ensure accessibility and effectiveness.

Toni's remarkable transformation serves as a testament to the profound impact of the Crescent Wellness Center. Since incorporating regular visits to the center into her routine, Toni has achieved a staggering weight loss of 40 pounds—an achievement that not only speaks to her resilience but also to the unwavering support and resources provided by Crescent.

Toni's story serves as a poignant reminder of Crescent's commitment to promoting health equity and fostering community well-being. Through initiatives like the Wellness Center, Crescent continues to break down barriers to healthcare access and empower individuals to reclaim control over their health and lives.

In the words of Toni herself, "It just works." And indeed, the Crescent Wellness Center stands as a testament to the transformative power of compassion, support, and accessible healthcare—a emblem of hope for all who seek healing and wellness.



Scan QR code to  
hear Toni's story

## CRESCENT AND DUBUQUE RACING ASSOCIATION PARTNER TO FORGE PATH TO COMMUNITY WELLNESS

In a monumental stride toward enhancing community wellness, Crescent is proud to announce the launch of our new of a state-of-the-art Wellness Center, bolstered by generous support from the Dubuque Racing Association (DRA) (Mission Grant). This collaborative effort between Crescent and the DRA aims to transform the surrounding neighborhood into a thriving “wellness corridor,” where access to comprehensive health services is not only facilitated but prioritized.

With the vision of creating a vibrant hub of wellness, the partnership between Crescent and the DRA seeks to address the pressing needs of a community grappling with limited resources. By strategically locating the Wellness Center in an area identified as having high needs, the initiative aims to significantly amplify access to essential wellness services, thereby uplifting the health outcomes and quality of life for residents.

Non-patients will be offered access to the Wellness Center with a payment opportunity based on a sliding fee scale determined by their income, ensuring affordability for all. However, patients will receive free access. Central to this endeavor is the commitment to affordability and inclusivity. In alignment with Crescent’s mission.

Through the support of the DRA and Crescent’s dedication to community welfare, the Wellness Center stands poised to become a driving force for positive change. By championing health equity and fostering a culture of well-being, this transformative initiative epitomizes Crescent’s ongoing commitment to serving as a pillar of support and empowerment for individuals like Toni and countless others who seek solace, healing, and hope.

As Crescent embarks on this groundbreaking venture, it reaffirms its role not only as a provider of healthcare services but as a catalyst for transformation. In the spirit of compassion, collaboration, and accessibility, the Wellness Center promises to be a guiding light in the journey toward collective well-being, embodying the transformative power of community-driven initiatives.



*Each person I meet, that I can help make the connection of importance of taking care of their body, is the most important part of my day and my career. I look forward to being able to keep doing this at a larger level in our new facility.”*

—Cassie Foley, Health and Wellness Coordinator





## ENGAGING PATIENTS AND STUDENTS THROUGH ART

Muralist Miles Turner and Clarke Art Team: Professor Eric Wold, students Jan Wadsack, Alec dos Santos, Jes Stewart-Wagner, and alum Jesser Hernandez

In an inspiring collaboration between Crescent and Clarke University, led by Louise Kames, a transformative art project has unfolded. This endeavor, driven by the shared vision of engagement and inclusivity, has culminated in the creation of a vibrant mural adorning the walls of the newly inaugurated Crescent Wellness Center.

Initiated in February 2023, Crescent patients were invited to participate in the creative process by contributing to sketchbooks placed in clinic waiting rooms. With guidance available in English, Spanish, and Marshallese languages, participants seized the opportunity to express their experiences and perspectives through art.

The collected line drawings served as the foundation for a remarkable transformation. Through digital collage techniques, 20 distinct screenprint editions were crafted, each bearing the essence of its creators' narratives. These screenprints, totaling 200 editions, were later distributed to Crescent patients in August, free of charge, as tangible reflections of their shared journey.

These heartfelt contributions formed the blueprint for a larger endeavor—an expansive mural to grace the walls of Crescent's newly renovated wellness

space. Spearheaded by local muralist Miles Turner and supported by Clarke Art + Design students, this ambitious undertaking promises to be a celebration of diversity and creativity.

Completed in March 2024, the mural will serve as a testament to the power of art as a medium for amplifying voices and fostering unity. By providing a platform for historically underrepresented populations in the arts, this initiative not only empowers individuals to share their stories but also enriches the cultural tapestry of the community.

This visionary project would not have been possible without the generous support of the 2023 City of Dubuque Arts & Cultural Affairs Special Project Grant. This funding has enabled Crescent and Clarke University to realize their shared vision of promoting accessibility and inclusivity through the transformative power of art.

The mural stands as a symbol of hope, resilience, and collective solidarity—a testament to the extraordinary potential that emerges when community members come together in pursuit of shared dreams. This mural will serve as a timeless reminder of the beauty and strength inherent in our shared humanity.



# Nurturing **Bright Futures**

## PEDIATRIC SERVICES AT CRESCENT

Crescent is deeply committed to addressing the diverse needs of children with special requirements. Our team collaborates closely with families to coordinate care and provide referrals for specialty services, including physical and speech therapy, ensuring that every child receives the individualized care they deserve.

Within the halls of Crescent, the laughter and vitality of children resonates—a testament to our commitment to pediatric healthcare. As a provider of comprehensive healthcare services in the tri-states, Crescent extends its embrace to the youngest members of our community, offering a sanctuary of healing, compassion, and hope.

2,364  
Patients 0-17 years of age



Dr. James Livermore, MD  
Cameron (patient)



Led by a team of dedicated medical professionals, including a board-certified pediatrician, nurse practitioners, and medical assistants, Crescent's pediatric services epitomize excellence in care and commitment to the well-being of every child. With a mission rooted in accessibility, we strive to ensure that every child, regardless of financial means, receives the highest quality of care.

At Crescent, we understand that the journey to optimal health begins in childhood—a critical period marked by growth, exploration, and discovery. Guided by this essence, our pediatric team works to create a nurturing and supportive environment where children and their families feel safe, valued, and empowered.

Our comprehensive range of pediatric services encompasses every facet of a child's health journey, from infancy through adolescence and beyond. From routine well-child visits and immunizations to acute care and sports physicals, we offer a holistic approach to pediatric healthcare that addresses the unique needs of each child.

But our commitment to pediatric wellness extends far beyond mere treatment—it encompasses a proactive approach to preventive care and early intervention. Through nutrition counseling, brain health services, and developmental screenings, we empower families to make informed decisions about their child's health, laying the foundation for a lifetime of well-being.

Dr. James Livermore, Crescent's board-certified pediatrician, encapsulates our dedication to pediatric excellence: "At Crescent, our mission is to provide quality care to all children. We strive to create a safe and comfortable environment where children can thrive, and families can find the support they need to navigate their child's health journey."

Crescent stands firm in our commitment to nurturing bright futures and fostering a generation of healthy, resilient, and empowered individuals. Together, hand-in-hand with our community, we pave the way toward a future where every child has the opportunity to flourish.



Katie Felderman, CMA  
Jaylynn (patient)

## Pediatrics By the Numbers

# 5,723

Appointments

### Top five most common ailments

Mental disorders, excluding  
drug or alcohol dependence

Overweight and obesity

Attention deficit and  
disruptive behavior disorders

Asthma

Anxiety disorders, including  
post-traumatic stress disorder (PTSD)

### Geographic location of patients

Iowa (1,901)

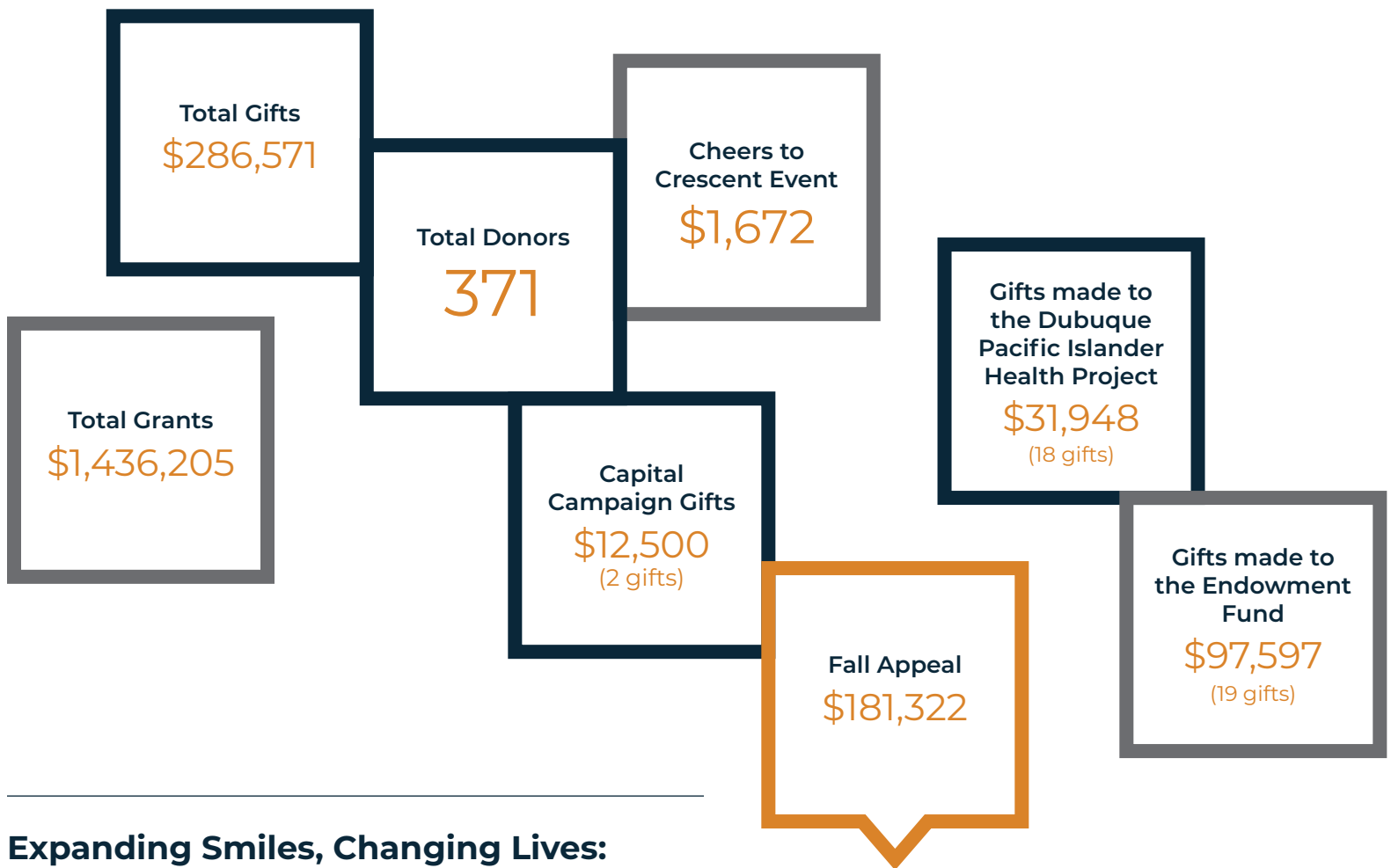
Wisconsin (258)

Illinois (200)

# Gratitude in Action

## REFLECTING ON A YEAR OF GENEROSITY

We are immensely grateful to our community for their incredible generosity and unwavering support. Thanks to your kindness and dedication, we are thrilled to announce that for the 2023 fiscal year, we received a total of \$1,722,776 in gifts and grants from 371 amazing donors. Your contributions have made a profound impact on our organization, allowing us to continue serving our community with excellence and compassion.



### Expanding Smiles, Changing Lives: Fall 2023 Appeal

We are delighted to share the success of our fall 2023 appeal raising a total of \$181,332, thanks to the generosity of 141 household donors. This incredible outpouring of support has enabled us to take significant strides towards expanding our dental services, ensuring that even more individuals in our community have access to quality dental care.

The success of this appeal is a testament to the compassion and dedication of our donors, whose contributions will directly enhance the health and well-being of countless individuals. With these funds, we will be able to equip our dental clinic with state-of-the-art equipment, hire additional staff, and extend our services to reach even more individuals in need.



## Crescent Community Health Center's Great Give Day 2023 Triumph: A Remarkable Year of Giving

We are thrilled to share the tremendous success of Crescent's participation in the Community Foundation of Greater Dubuque's Great Give Day 2023! Thanks to the incredible support of our community, we raised a remarkable \$44,259 during this annual fundraising event. This represents a notable 37% increase from the previous year, showcasing the growing generosity and commitment of our donors to our mission.

What's even more exciting is that this year, we saw a significant increase in donor participation, with 81 individuals stepping forward to contribute to our cause. This marks a 42% increase from the previous year.

But the good news doesn't end there. We are grateful to the Delta Dental of Iowa Foundation for their generous matching contribution of \$44,259. Their support effectively doubled the impact of every donation received, bringing our total funds raised to an outstanding \$88,518.

These funds will be instrumental in advancing our dental expansion projects, allowing us to provide specialty oral health services to those in need. From preventive care to emergency treatments, these resources will enable us to make a meaningful difference in the lives of countless individuals and families.

We extend our heartfelt gratitude to every donor, supporter, and partner who made Great Give Day 2023 such a resounding success. Your generosity and commitment to our mission are truly inspiring, and we are honored to have you by our side as we work towards a healthier, more vibrant future for all. Thank you for your unwavering support and dedication to Crescent. Together, we are making a lasting impact on the health and well-being of our community.



# Our Donors

Crescent would like to thank the many families, individuals, local healthcare providers, employees, businesses and foundations whose contributions make our work possible. The following list includes donors who made gifts or grants during calendar year 2023.

## **BUSINESSES/FOUNDATIONS**

Amazon Smile Org Central  
Apple Inc.  
Association of Asian Pacific  
Community Health Organizations  
Body & Soul Wellness  
Caterpillar Foundation  
Center Grove United Methodist Church  
City of Dubuque  
Cottingham & Butler  
Creative Adventure Lab  
Crescent Electric Charitable Foundation  
Delta Dental of Iowa Foundation  
Dimensional Brewing Company  
DRA  
Dubuque Carnegie-Stout Library  
Dubuque Fighting Saints  
Dubuque Marshallese Health Fund  
Envision Mental Health Endowment  
Family Planning Council of Iowa  
Fidelity Bank and Trust  
Finnin Family Foundation  
Fraternal Order of Eagles  
Grandview Gallop  
Hawkeye Area Community  
Action Program  
Heartland Financial  
Holy Trinity Lutheran Church  
Hospice of Dubuque  
ImOn Communications  
Interiors..by Design  
Iowa Cancer Consortium  
Iowa Department of Public Health  
Klauer Foundation Trust  
Longshadow Foundation  
McDonough Foundation  
Medical Associates Clinic  
Foundation of Dubuque  
Mental Health & Disability Services of  
the East Central Region  
National Association of Community  
Health Centers  
National Mississippi River Museum &  
Aquarium  
Opening Doors  
Our Lady of the Mississippi Abbey  
Posh. Salon & Spa  
Sisters of Charity of the BVM  
Sisters of Mount Saint Francis  
Sisters of the Presentation  
Sisters of the Visitation  
Spahn & Rose Lumber Company

Straka Johnson Architects  
The Blackbaud Giving Fund/Your Cause  
Union-Hoermann Press  
United Way of Dubuque Area Tri-States  
Unity Point Health - Finley Hospital  
Wahlert Foundation  
Wertzberger Family Endowment

## **INDIVIDUALS**

Anonymous  
Tina and Dave Adams  
Dr. Edward and Patricia Alt  
Eileen Atchison  
Linda Barbaro  
Wilma (Sam) Bauer  
David and Amy Becker  
Tricia Behnke  
Veronica "Ronnie" Bender  
Rebecca Berg  
Reverends Dr. Ken and Nancy Bickel  
Paul and Jean Blaser  
Paul and Judy Brandt  
Phil Brennan  
Dr. John and Regina Brennan  
Shirley Briggs  
Doug and Diane Brotherton  
Roy and Deb Buol  
Carol Caldwell  
Colleen Callahan  
Katie Campbell  
Brad and Jennifer Cavanagh  
Ron and Betty Cavanagh  
Ruth M. Turnis Charitable Trust  
Anne Chesterman  
Dr. Frank Ciccirelli  
Ronelle and Jeff Clark  
Gary Collins and Clay Gibson  
Tom Connors  
Gretchen and Tom Corcoran  
Gus Psihoyos and Mary Rose Corrigan  
Sr. Margaret Mary Cosgrove, BVM  
Helen Cremer  
Monica and James Curoe  
Diane Davis  
Dr. Paul and Myra DeLong  
Gail Chavenelle and William Dicken  
Michael and Mary Dolan  
Mike and Martha Doyle  
Colten Duccini  
Linda Duehr  
Margaret and Patrick Dunham  
LuAnn Duran

Richard and Bobbi Earles  
Dr. Thomas and Judith Edmonds  
Sherri and Dave Edwards  
Kathleen Eichler  
Dr. Paul Ellerbeck  
Ken and Sharon Erickson  
Beverly Ernzen  
Elizabeth Farrey  
Leah Farrey  
Tom Feller  
Conner Ferguson  
Faye Finnegan  
Eric and Kimberly Foy  
Chad Frank  
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Amy Gilligan  
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Linda Chapman and Henry Goldstein  
Barbara Gormley  
William Gibbs and Sarah Green  
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Janet Hayertz  
Kathryn Heil  
Betty Hillary  
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Lynne Houy  
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Mike Wright and Michael Knock  
Diane Knockel  
Kevin and Dianne Koch  
Dr. Sudhir and Sudha Koneru  
Robert and Angela Krall



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Mary Kretz  
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Jeanne Lauritsen  
Gregory and Lynn LeBlanc  
Dr. Mark Niemer and Dr. Yasyn Lee  
Ali Levasseur  
Glenn and Diane Lichti  
Susan Lindsay  
Dr. Ursula and Dr. James Livermore  
Jon Luckstead  
John and Joan Lux  
Dr. Ross and Sally Madden  
Damon Maiers  
Aleah Maiers  
Michelle Markus  
Denis Martinez  
John McAndrew  
Mike and Judy McCoy  
Brad McDermott  
Katie Mihalakis  
Danielle Miller  
Sr. Mira Mosle, BVM  
Mike Muench  
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Keith Nilles  
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Julianne Norby  
Connie Norby  
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Chris and Nancy Patrick  
Paul Peckosh  
Angela Petsche  
Jillayne and Brad Pinchuk  
Betty and Ron Pothoff  
Jennifer Raber  
Roger and Cathy Rhomberg  
Sue Rhomberg  
Heather, Curtis, Chloe, Carver and  
Aunnie Rickertsen  
James Ridley  
Ed and Susan Butler Ritts  
Mindy Roberts  
Arthur and Dianne Roche  
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Jane Rusk  
Jane Rutledge  
Charles and Margret Ryan

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Rachel L. Sampson  
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Matt and Eva Schmid  
Elizabeth and Michael Schmid  
Mary Schmid  
Dr. Doug and Martha Schmid  
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Dick and Linda Wertzberger  
Dan White  
Linda Willging  
Dennis and Susan Williams  
Sue Wilson  
Jeanette Wirzbach  
Leonard and Margaret Young  
Karen Zeckser

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*Every effort has been made to ensure the accuracy of this list. For errors or omissions, please contact Cayla Schneider at 563.690.2432.*

## IN MEMORIAM

Our heartfelt condolences to those that lost loved ones in the last year. May the memories of your loved ones bring you comfort during these difficult times.



# Crescent Community HEALTH CENTER

1690 ELM STREET, SUITE 300 | DUBUQUE, IA 52001

Dental Clinic | 563.690.2852

Development Office | 563.690.2432

Infocus Pharmacy | 563.239.9151

Medical and Brain Health Clinic | 563.690.2863

Wellness Center | 563.690.2883

[www.crescenthc.org](http://www.crescenthc.org)



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dental milling machine, we're  
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Learn more on page 22.