

VOICES

HELPING VOICES BE HEARD FOR 70 YEARS



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TELEPRACTICE: HEALTHCARE AT HOME

When U.S. cases of COVID-19 began emerging in the news, it became increasingly apparent that Jacksonville Speech & Hearing Center (JSHC) would be facing one of its most difficult challenges yet—during a time when our services would be more essential than ever. Without audiology care, seniors with hearing loss will fail to hear important health warnings shared on the news by public officials—placing them at a higher risk of contracting COVID-19. Without speech therapy, toddlers struggling to communicate will experience learning difficulties that will hinder their future academic prospects—further compounded by students' indefinite transition away from the classroom.

Yet, JSHC is no stranger when it comes to adapting its patient care in the face of unprecedented obstacles. When oil shortages from the 1970s Energy Crisis prevented patients from traveling Downtown for care, we opened a satellite location in Southwest Jacksonville that provided greater accessibility. When the AIDS Epidemic presented unknown health challenges, we equipped



JSHC's Speech Team models the headsets that enable them to perform teletherapy.

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MAIL PANEL (non-print area)

INDICIA PLACEMENT



Jacksonville Speech & Hearing Center
40 E. Adams Street, Suite LL20
Jacksonville, FL 32202



HEALTHCARE AT HOME (CONT'D)



An audiology patient receives adjustments to his hearing aids remotely via telehealth.

clinicians with protective gear, stronger antiseptic soap, and a workshop about preventing the spread of disease.

Resilience is engrained in our more than 70-year history, and a trait that our current team has striven to uphold throughout the current pandemic. One major way that our team has adapted is through the introduction of virtual telepractice services that enable patients to receive quality healthcare from the comfort of their homes. Our staff has undergone intensive Teletherapy Certification through the International Board of Credentialing and Continuing Education Standards (IBCCES), making JSHC Florida's first speech and hearing center to certify its staff in teletherapy. This certification makes our team uniquely qualified to provide online care to patients with special needs that is in-compliance with the IDEA, Section 504, and the ADA--essential when remotely serving students in the public schools who rely upon speech therapy as part of their Individualized Education Plans (IEPs).

With the flexible and intuitive spirits of staff and patients, our transition to remote services has been widely positive. On the audiology side, we have been providing patients with remote hearing aid fittings and adjustments, as well as shipping hearing aid repairs and supplies directly to patients through the mail. On the speech therapy side, we have been providing speech teletherapy services for patients with technology, and mailing educational materials to those who are unable to access the Internet. On average, our staff has been able to serve 25 audiology patients and 60 speech patients per week. Many of our audiology patients are senior citizens who rely on their hearing aids to connect them to the wider world, and many of our speech patients have been Duval County Public School (DCPS) students whose progress would have been otherwise interrupted without our services.

As part of Florida Phase 1 reopening efforts, we have since resumed in-person care at our clinic, where we are maintaining the highest standard of health and sanitization protocols. However, we are also continuing to provide remote care options. **If you or a loved one is interested in scheduling an appointment for remote care, please email clinic@shcjax.org or call (904) 355-3403.**

GETTING ON BOARD: JSHC WELCOMES 3 NEW DIRECTORS

On March 6, **Michele Hargreaves, MD**, **Suzanne Horne**, and **Bryan Taylor** were unanimously elected to JSHC's Board of Directors. These new Directors bring a strong passion for service and a high-quality of expertise to our already dedicated Board.



Michele Hargreaves, MD is an award-winning and published neurotologist at ENT Specialists of North Florida. Dr. Hargreaves graduated with a B.S. in Biology with Honors from Stanford University before attending medical school at the University of Alabama. She completed her residency at the University of Minnesota, where she received various accolades in addition to obtaining an MBA with a concentration in Healthcare Finance. Previously, Dr. Hargreaves has served on the Women in Otolaryngology Committee of the American Academy of Otolaryngology – Head and Neck Surgery. Dr. Hargreaves currently resides in Ponte Vedra Beach with her husband and their young son.



Suzanne Horne is the Vice President and Senior Counsel at Florida Blue, where she serves as counsel to all of the Florida Blue and GuideWell Boards of Directors. Suzanne graduated from Wake Forest University with a B.S. in Business Administration and Management before receiving her J.D. from Stetson University. In addition to being one of the newest members of our Board, Suzanne is also Vice Chair of Board at the PACE Center for Girls. Suzanne lives in the Mandarin area with her husband, Mark, and two sons.



Bryan Taylor is the North Florida Middle Market Banking Leader at Truist Bank, the newly merged entity of former banks BB&T and SunTrust. Prior to his career with Truist, he worked at BB&T for 15 years in various leadership roles. Bryan has a B.A. in Finance from the University of Kentucky. He is deeply motivated by a passion for service and has previously served on Boards in Louisville, KY and Cincinnati, OH. He currently resides in Nocatee with his wife and young children.

MY TURN AT THE M^IKE: CARE DURING COVID-19

From the outset of the COVID-19 pandemic, we have defined Jacksonville Speech & Hearing Center's priorities clearly: (1) Health and safety of our patients and employees; (2) Needs of our patients; and (3) Employee retention linked to revenue generation. We have never wavered.

Before most people were aware of the COVID-19 virus, Jacksonville Speech & Hearing Center was taking extra precautions to keep everyone safe: constant sanitation; removal of reading material from our lobby; hand sanitizer everywhere, and more. We stepped it up in mid-March, checking people in from their cars, screening patients, having patients keep the pens they used, providing all of our staff with gloves, eyewear and masks, and distributing masks to patients.

When Governor DeSantis banned all non-emergent healthcare by Executive Order on March 21st, we embraced compliance. Some audiology practices in Northeast Florida stayed open, as did some of our speech and hearing center counterparts around the country. It's not a stretch to make the case that people with severe hearing loss fall into that category and, let's face it, the ability to hear instructions and connect with loved ones in a crisis is paramount.

We could not see patients in the office, but determined it was safe to deliver hearing aids that arrived in our office to patients at their homes, all over Northeast Florida. Our audiologists went home with

mailing supplies and we mailed hearing aids to them for adjustments and repairs...before we mailed them back to patients. While we could not do hearing testing remotely, we were able to help some current patients via telehealth. We are hopeful that we may soon be able to launch remote hearing tests for some people thanks to a grant from Truist Bank to buy the equipment.

We have reopened in phases, in alignment with our priorities, testing our even stronger protocols and procedures to protect patients and staff. We alternated audiology and speech days and, while teletherapy will continue to be emphasized for speech therapy, audiology will go to five days a week in July.

A huge thank you to an exemplary JSHC team that has demonstrated perseverance, creativity, and extraordinary team play throughout. **Director of Operations Chandra Manning** even developed a see-through mask that permits patients to read our clinicians' lips. Gratitude as well to an incredibly engaged Board led by **Lynne Elliott** that has guided us via our Board COVID-19 Task Force and individual subject matter expertise. Together, we are resolute in our commitment for JSHC to serve NEFL better than ever.

Mike Howland
President & CEO



FINFEST 2020: THE FINTASTIC EVENT NOW COMING THIS NOVEMBER 14TH

Due to concerns surrounding COVID-19, the Jacksonville Speech & Hearing Center has chosen to postpone our annual FinFest Gala, which was originally scheduled to take place on Saturday, May 30.

The new date for FinFest 2020 is scheduled for Saturday, November 14 in a reimagined, socially distanced capacity. Please know that we have made this decision with the health and well-being of our guests at the forefront of our mind. We hope that during this new date, guests will be able to safely join us and celebrate together the importance of community and communication.

The tropical evening will be hosted by **FinFest Chairs Jim & Sandy O'Leary** with **Honorary Chairs Mark & Samantha Lowery, Frank & Vickie Mangin, Matt & Seana McAfee, and Dr. Chris Sapienza**, featuring **Katie Jeffries of First Coast News as Emcee**.

Last year, funds raised from FinFest helped us to serve 4,157 patients within our community, more than 50% of whom required subsidized services due to being uninsured, underinsured, and underserved.

Please consider upgrading to a VIP Ticket, which includes access to our exclusive VIP cocktail hour at 6:00 pm! There, you will mingle with Event Chairs Jim & Sandy O'Leary, meet our outstanding Board of Directors, enjoy an open bar with passed appetizers, and receive a complimentary VIP Hawaiian lei. **Tickets can be purchased by contacting Erika Hooper at (904) 717-6930 or EHooper@shcjax.org.**

Please contact Jackie Culver at JCulver@shcjax.org or (904) 717-6930 for more information about the different ways that you can support FinFest 2020. Sponsorship and auction donation opportunities are still available!



*FinFest Chairs
Jim & Sandy O'Leary*



AT THE CENTER OF OUR ATTENTION

From Board Members to community partners, to Jacksonville royalty, the Jacksonville Speech & Hearing Center is no stranger to hosting exciting visitors and events! Here are some faces that ended up at the center of our attention!



Dec. 16

President & CEO Michael Howland and **Director of Operations Chandra Manning** welcome **Andrea Williams, Director of Community Affairs** for the Jacksonville Jumbo Shrimp. As part of a growing community partnership, the Shrimp will be hosting "JSHC Night" during the 2021 Season.



Jan. 13

New **Junior League of Jacksonville** Members learn about JSHC's history and services as part of their 2020 Junior League Landmark Tour. The visit included speech and audiology demonstrations by **JSHC Board Member Dr. Robin Edge, SLP** and **JSHC Audiologist Dr. Fenja Mattson**. The Junior League helped found JSHC in 1949.



Jan. 22

City Councilman Matt Carlucci tours the Davis Street clinic alongside **JSHC Board Member Scott Wohlers**. A strong advocate of Jacksonville's nonprofit sector, Councilman Carlucci currently serves as the City Council Liaison for the Public Service Grant Council.



Jan. 31

JSHC Staff **April Newton** and **Hannah Youngworth** pose outside of JSHC's mobile audiology unit before conducting OSHA screenings for a local business. OSHA screenings are essential in ensuring workers' hearing health and safety.



Feb. 21

JSHC Staff poses with **Culhane's Owner Mary Jane Culhane (left)** at the 6th Annual JSHC Culhane's Winter FUNraiser. This year was the most financially successful Culhane's FUNraiser on record, garnering \$1,505 in donations. We are grateful to the Culhane Sisters for their continued support!



Mar. 6

JSHC Public Health Intern Brianna Powe and **Health Corps Outreach Coordinator Stephen Lu** volunteer as part of the 2020 Gate River Run. JSHC is grateful to the River Run for selecting us as a featured charity and to all of our dedicated volunteers who served at the event!



Mar. 25

JSHC staff organizes hearing aid delivery directly to patients' homes during the beginning of Jacksonville's Safer At Home Order. Following these deliveries, JSHC temporarily suspended all in-person care, providing all patient care remotely via telehealth services.