

We ARE the Above and Beyond.

Dear friends,

The past year has been a period of tremendous growth and change at MFHS. With the launch of new services, new offices, and new technologies, we are continuing to grow and evolve in support of the same goal: to go above and beyond for the people we serve. We continue to examine the question that has been the driving force behind our work, which was originally asked by social worker and lactation consultant Jabina Coleman: while everyone wants to hold the baby, who is holding and caring for the mom? At MFHS, we are honored to be the ones holding mom, and helping her live a healthier, happier life with her children.

May of 2023 saw the grand opening of the new Circle of Care maternity medical home in Scranton, where the planning of the last several years came to fruition in a state-of-the-art medical office that provides high-quality, patient-led, wraparound care to resource-limited families in Lackawanna and surrounding counties. The maternity medical home model of care includes all of the services we are known for, along with the addition of dental care for maternity clients, mental health care, on-site labs, ultrasound, and more. This

achievement would not have been possible without the support of our community, who showed up at every level to make our dream a reality. The new Circle of Care was financed through federal, state, city, and private funding, and the project was completed with no debt.

MFHS also launched a mobile WIC office in our northern service area during the summer, bringing WIC to some of our most rural participants. Staffed with a nutritionist and program assistant, the mobile unit offers full WIC appointments from any location, breaking down transportation barriers and strengthening community partnerships.

Improving client experience through technology has also become a priority at MFHS, and this past year, we implemented a new electronic medical record system with a patient portal and a WIC client document portal. The WIC portal allows participants to easily and securely send documents to our staff, including doctors' notes and income verification. We are also now exploring how to integrate Artificial Intelligence into our work as part of the new Women's Services program, which is focused on increasing access to vital services like ours.

We are honored that you are part of this journey, along with our dedicated board, committee members, and over 200 staff. There is still much work to do to meet the community's need for our services. In 2024, we look forward to adding a second mobile WIC unit and are preparing to replicate the maternal medical home model of care in Monroe County. We are excited to share the next phase of our growth with you and are focused on continually raising the standard of care for the most vulnerable in our community.

Gratefully,



Maun North alex

Maria Montoro Edwards, PhD President and CEO



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Michael Burns
Chair, Board of Directors



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With our core values as our guide,
Maternal and Family Health Services is
fully committed to being an organization
that embraces diversity, equality, and
inclusion, both in our workforce and the
communities we are privileged to serve.

— COMMITMENT

to quality in our work and to respect the dignity for the individuals we serve.

—ACCOUNTABILITY

for our actions and interactions with others.

-RESPECT

for all individuals, regardless of their range of human differences, both in our workforce and throughout the communities we serve.

---EXCELLENCE

in performance and service.

WE are an innovative health and human service organization dedicated to meeting the needs of the community through information, education, and quality CARE.

Introducing the Maternity Medical Home Model of Care to Pennsylvania

MFHS introduced a new standard of care for maternal health in May, with the grand opening of the new Circle of Care maternity medical home in Scranton. The Circle of Care is the first maternity medical home in Pennsylvania and is designed to meet the need for expanded comprehensive prenatal, obstetric, postpartum, and newborn care services. The program aims to create a stable, safe, and healthy environment for pregnant patients to successfully take care of themselves and their newborn. Services include pregnancy care, WIC nutrition, dental services, evidence-based nurse-home visiting, substance use disorder care management and behavioral health, ultrasounds, transportation assistance, social support care and navigation, breastfeeding support, and a maternity clothing closet all under one roof.

Through a mix of public and private funding, this new maternity medical home model is designed to remove barriers, including fear and stigma, as well as language and financial barriers to ensure continuity of care.

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PUBLIC AND PRIVATE FUNDING

- Community Project Funding
 Congressionally Directed
 Funds, Administration for
 Children and Families
- Harry and Jeanette Weinberg
 Foundation
- PA Redevelopment Assistance Capital Program
- Community Hospitality
 Healthcare Services
- PNC Bank

- United States Department of Agriculture
- PA Bureau of WIC
- PA Department of Health
 Community-Based Health
 Care Program
- Appalachian Regional Commission
- Benco Dental
- Scranton Area Community Foundation

- Hearst Foundation
- Highmark Foundation
- AllOne Foundation
- City of Scranton Office of Economic and Community Development
- Moses Taylor Foundation
- PA Department of Health Facilities Grant
- Edwards + Strunk

During the grand opening, MFHS awarded Congressman Matt Cartwright the Distinguished Public Service Award for securing \$2.1 million in Community Project Funding to launch its Circle of Care program.

The Annual Community Luncheon Returns

After a three-year hiatus, the MFHS Annual Community Luncheon returned last fall, bringing together our community for an afternoon of celebration. The program included several awards:

Child Outreach Hunger Partners: The Community Partner Award

John Cimini, DMD:
The Community Service Award

Maria Kolcharno, MSW, LSW: The Rose Allan Tucker Award

MFHS also awarded the Kathryn A.
Dickerson Memorial Scholarship to
Nurse-Family Partnership clients to help
them achieve their educational goals.

Increasing Access with New Co-located WIC Centers

MFHS continued to improve access to services in 2023 by strategically relocating offices throughout our service area. The Lansdale WIC office moved to Colmar, and the MFHS Scranton WIC office consolidated with the new Circle of Care Scranton office. It remains a priority to ensure that MFHS offices are co-located with or near other social services and near public transportation to provide convenient access to WIC for families enrolled in other programs at these locations.

MFHS Joins Speaker of the House Joanna McClinton to Discuss Maternal Health

MFHS President and CEO Maria Montoro Edwards, PhD, joined PA Rep. Joanna McClinton and Dean Julie Byerley, MD, of the Geisinger Commonwealth School of Medicine for a healthcare panel discussion on emerging issues in the workforce and maternal health, which was broadcast on WVIA.

Following the discussion, Rep. McClinton toured the Circle of Care office and met with MFHS clients to learn more about their challenges and how the maternity medical home model is raising the standard of care.

Erica Bozentka Promoted to Director of WIC

Erica Bozentka was promoted to Director of WIC, where she oversees the Women, Infants, and Children Nutrition program in over 32 locations in 17 counties. Her focus will be on providing excellent customer service, collaboration and sharing resources across the MFHS network, and ensuring quality WIC service delivery in an ever-changing environment.



Bozentka has worked for MFHS for 20 years, during which time she has held roles including WIC Nutritionist, Senior Operations Manager, and most recently, Director of WIC Operations. Erica is a graduate of Penn State University with a degree in Applied Nutrition.

Supporting our Clients' Breastfeeding Goals

MFHS has long championed breastfeeding across all our programs because of its advantages for mom and baby. In order to better support clients who wish to breastfeed, over 20 MFHS staff are now Certified Lactation Counselors (CLC). CLCs are clinical lactation care providers dedicated to the promotion, protection, and support of breastfeeding in their work to prevent and solve breastfeeding problems.

This extra layer of training allows MFHS staff across our programs to provide competent, compassionate support for our breastfeeding clients.

MFHS Welcomes CFO Margaret Manley

Margaret Manley, CPA, joined Maternal and Family Health Services as Chief Financial Officer. She brings over 15 years of experience leveraging indepth financial, accounting, auditing, and business expertise to drive organizational development, growth, and regulatory compliance across diverse industries including non-profits.

Margaret is working on reorganizing and modernizing the MFHS Fiscal department with a focus on strengthening infrastructure, implementing automation processes, and reorganizing positions for better project focus.

She joins the organization from Luzerne County Mental Health and Developmental Services, where she served as Fiscal Director.

Manley holds a BA in Accounting from Wilkes University.





Amy Van Why-Roberts Promoted to Vice President of Human Resources

Amy Van Why-Roberts was promoted to Vice President of Human Resources. Roberts has a proven track record of leadership at MFHS, having joined the agency in early 2020 as the Senior Manager of Human Resources. Her leadership during the pandemic allowed MFHS to continue to provide uninterrupted services to our clients during that time. Roberts' expertise in employee relations, organizational communication, staff development and talent acquisition has been invaluable in developing the agency's strategic thinking.

Roberts has over 30 years of human resources experience in multiple leadership roles and in diverse industry sectors including health care, manufacturing, banking, and telecommunications. She has earned both a Bachelor of Science Degree in Human Resource Management and a Bachelor of Arts Degree in Psychology from King's College, and is a member of the Society for Human Resources Management (SHRM).

Providing Maternity Clothes to Women in Need With Bette's Closet

In 2023, MFHS began raising funds to address the need for clothes for our maternity patients.

Located in the new Circle of Care maternity medical home, Bette's Closet provides lowincome maternity clients access to clothing they may not be able to afford, like maternity jeans, nursing bras, and more. This new initiative is named in honor of longtime MFHS President and CEO Bette Saxton, who retired in 2020.

Bette has long been a champion for the women and children of Northeast Pennsylvania, and MFHS was thrilled to continue her legacy by launching this project last year.

Launching Our First Hygiene Pantry Thanks to Leadership Northeast

Thanks to the generosity of the Pantry Raiders, a Leadership Northeast class of 2023 project group, MFHS opened our first hygiene pantry in Hazleton. The pantry provides free period supplies, as well as basic hygiene items like soap, shampoo, and lotion, to any MFHS client in need.

The group raised funds through several fundraisers and donations from private businesses, and spent a Saturday morning putting together the pantry storage and filling the shelves. This hygiene pantry is serving as the blueprint for pantries across our network in 2024, made possible through our new Women's Services grant.

Going Beyond Baby Blues at Circle of Care

As part of the educational programming being offered in the PNC Towne Center at Circle of Care Scranton, MFHS launched a guided peer support group: Beyond Baby Blues. Guided by Licensed Clinical Social Worker Kristen Miller-Hahn, these events provide free safe, confidential, non-judgmental education and peer support for moms and moms-to-be who are struggling with or want to learn more about the baby blues, perinatal depression, anxiety, and OCD.

Facilitated by trained social workers, the group provides much needed support to mothers enrolled in any MFHS program in Lackawanna County and the surrounding areas.

WIC Goes Mobile

MFHS launched a new mobile WIC office, which is bringing WIC services to rural communities across our northern service area. The new mobile office is fully staffed with nutritionists and program assistants who can provide the full range of WIC services from any location. MFHS is working closely with local partners including Head Start offices, libraries, and grocery stores, to make WIC more accessible to our rural participants.

Moving Beyond Depression

Moms enrolled in the Nurse-Family
Partnership gained access to a new
resource with the Moving Beyond
Depression (MBD) program. Funded
by the AllOne Foundation and
the Pennsylvania Office of Child
Development and Early Learning, MBD
is a comprehensive, evidence-based
and integrated approach to identifying
and treating depression in mothers
participating in home visitation
programs, developed by researchers at
Every Child Succeeds® and Cincinnati
Children's Hospital Medical Center.

Moving Beyond Depression equips home visiting programs with a complete package that helps them identify, treat, and provide ongoing support to mothers experiencing depression. NFP nurses screen for depression and can refer to MBD, where mothers will receive therapy with a licensed mental health clinician. This team approach can help mothers overcome their depression and focus their love and attention on their child.



Review



Making Healthy Cooking Accessible Through NFP

Thanks to the support of the Altitude Foundation, the Nurse-Family Partnership launched an enhanced nutrition education program and healthy cooking demonstrations for mothers enrolled in the program.

The NFP team now offers monthly cooking classes co-hosted by NFP nurses and WIC nutritionists, and clients who attend receive kitchen tools to help prepare meals. Some of the topics covered to date include food safety, crockpot meal prep, and family pizza night.



MFHS was awarded American Rescue Plan Act funding through Luzerne County to increase access to reproductive health care, maternity care, behavioral health care, and nurse home visiting needs in Hazleton and the surrounding community.

Funding is being used to enhance the services offered in Hazleton with the addition of a Resource Navigator, marketing and outreach to underserved populations, and increased support for Spanish language services.

WIC Nutrition

The WIC Nutrition Program improves the lives of at-risk families by promoting good nutrition. Through nutrition counseling, electronic eWIC benefits for healthy food options, and breastfeeding support, we are fostering healthier pregnancies, improved birth outcomes, better growth and development of young children, and a reduction in childhood obesity.

In 2023, a total of 76,123 unduplicated participants were served by the WIC Program at 32 locations throughout 17 Pennsylvania counties in the MFHS service network. An average of 47,764 women, infants, and children received WIC benefits each month.

Over \$42 million in annual gross sales were generated from redeemed WIC benefits at 392 retail grocery stores in the MFHS 17-county WIC network.

Breastfeeding Support

WIC actively promotes breastfeeding as the optimal choice for infant feeding and provides support services and resources to breastfeeding mothers. We are improving breastfeeding rates by providing new moms with education and support. New moms are paired with Breastfeeding Peer Counselors, other local mothers who have breastfed for at least 6 months. Peer Counselors act as educators and role models and demonstrate how valuable breastfeeding can be to the health, nutrition, and emotional state of the baby and new mom team.

of new mothers enrolled in MFHS WIC breastfed for an average of 16.6 weeks in 2023

Maternity Care

Access to early prenatal care is vital to the health of both mother and baby. Partnering with Moses Taylor Hospital Family Birthing Suites in Scranton, we provide low-income, pregnant individuals with comprehensive prenatal and postpartum care — including medical, nutrition, and social services. Through funding sources, such as Healthy Beginnings Plus, we assist our patients in achieving healthy pregnancies and developing long-term healthy lifestyles for themselves and their families.

The Maternity Medical Home provides a fully integrated coordination of holistic healthcare to mitigate risk of the maternal patients by providing all services, including lab and ultrasounds, in one location. In the first year of operations, the MFHS Circle of Care saw over 26,000 client visits.

In 2023, 262 new pregnant people enrolled in the MFHS maternity program. 198 babies were delivered, and 2,062 patient visits took place. 92.9 % of the mothers who delivered were considered high risk pregnancies.

262

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\$42
Million
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redeemed

WIC benefits

Reproductive Health

We believe every person, regardless of age, insurance status, or ability to pay, should be able to access quality reproductive healthcare. That's why we offer accessible, confidential family planning and related preventive care to individuals in 15 Pennsylvania counties. Through Title X of the Public Health Service Act, we prioritize the needs of low-income and uninsured women, men, and teens by offering free care to those whose incomes fall below the federal poverty level. MFHS also provides free breast and cervical cancer screenings and diagnostic testing through the Breast and Cervical Cancer Early Detection Program (BCCEDP). In 2023, 106 women received breast and cervical cancer screenings through BCCEDP at 4 MFHS locations.

In 2023, 17,250 women, men and teens in our network received reproductive health services and were counseled on their contraception options, avoiding 2,400 unintended pregnancies. In addition, 21,851 STD tests were administered to Pennsylvania women, men, and teens, avoiding 150 cases of Chlamydia and 30 cases of Gonorrhea. \$25 million in maternal and birth-related gross costs were saved from contraceptive services provided.

*Source: Guttmacher Institute.

17,250
women, men and teens in our network received reproductive health services

Nurse-Family Partnership

The Nurse-Family Partnership empowers mothers to develop critical parenting skills and knowledge through the guidance and support of highly trained nurse home-visitors. With funding from the Pennsylvania Office of Child Development and Early Learning, and the Children's Trust Fund, we partner at-risk moms — many of whom are teens — with visiting nurses who provide health, planning and goalsetting education. Through this evidence-based program, parents learn skills that set them up for a lifetime of health and economic self-sufficiency.

In 2023, in total, 407 at-risk mothers received home health education and support through 5,000 completed home-visits; 33% were completed via telehealth/teleconference and 67% were in-person visitation, which continues to increase post-pandemic.

132 babies were born into the program in 2023, each less likely to experience abuse or neglect, language delays, and behavioral and intellectual problems.

MFHS-NFP received funding to provide an enhancement program for NFP mothers – Moving Beyond Depression (MBD). This program is a free, voluntary in-home program for eligible MFHS-NFP mothers who are experiencing depression. Twenty-four clients have enrolled, and six have successfully completed the 15 sessions in the MBD program.

SafeTeens

Through a website, text line, and hotline, the MFHS Safe Teens initiative provides adolescents across
Pennsylvania's 67 counties with the knowledge to prevent unplanned pregnancies and make informed, healthy choices about their futures.
The programs enable teens to take charge of their health on the engaging, innovative platforms that they use the most. MFHS continues to bring reproductive health education to at-risk teens in local school districts through such programs as the SafeSpace Health Resource Center.

In 2023, approximately 22,400 adolescents sought information on SafeTeens.org, while SafeTeens Answers! health educators responded to 455 text message questions. In addition, 87 teens were provided with in-person education on reproductive health through the Personal Responsibility Education Program and the SafeSpace Health Resource Centers in Lackawanna County and 1,763 youth participated in such outreach events as health fairs and group education provided through the above resources.



Behavioral Health/Patient Navigation Program

The MFHS Behavioral Health team provides a comprehensive approach in assessment and treatment for maternity and reproductive health patients who have a mental health or substance use dependency. MFHS social workers, therapists, and patient navigators provide drug and alcohol and depression screenings, case management, and counseling services that included referrals and linkage to needed interventions as well as monitoring service delivery to at-risk patients. Navigation services are supported by Children's Trust Fund.

The behavioral health therapists completed over 381 patient screenings in 2023. Of this total, 20% of the patients screened had a positive score for depression and substance use.

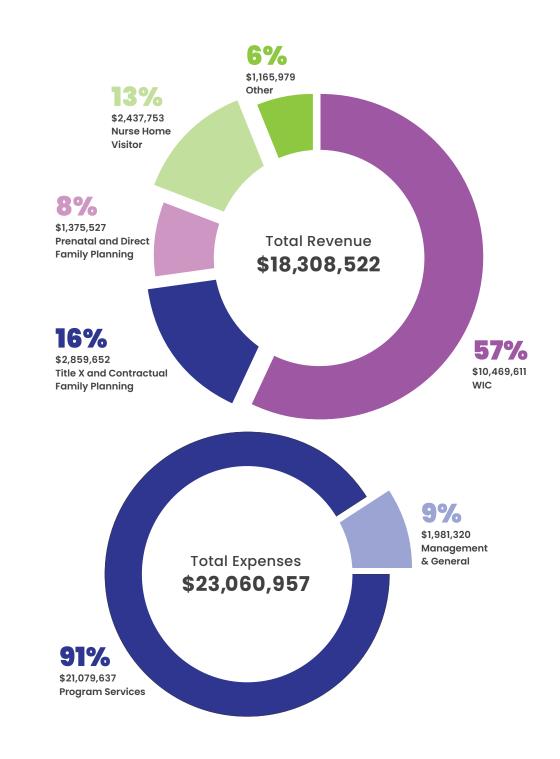
Oral Health Care

The new dental department at the MFHS Circle of Care office is committed to providing affordable, quality dental services to our MFHS community. MFHS accepts many major insurances and has a sliding fee scale for patients without insurance. Patients have access to cleanings and exams, preventative care, oral hygiene education, digital X-rays, fillings, and additional services as needed. The Dental Office at MFHS Circle of Care officially opened in June of 2023.

In 2023, 194 dental care appointments were completed for patients between the ages of 1 and 74. One same day Cerec crown was placed, 102 cavity prevention fluoride varnishes were applied, and 21 restorations were completed. 27 extractions were performed, taking patients out of pain, and removing infection from their mouths that could potentially spread to the whole body.

381 screenings completed by Behavioral Health Therapists

20



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The MFHS Kathy Dickerson Memorial Scholarship

Kathy made it her life's work to care for women and children, making a difference in the lives of countless people. To honor her passion and service, Maternal and Family Health Services established a scholarship in her name to help motivated, deserving young mothers in our Nurse-Family Partnership program achieve their goals in something proven and worthwhile – higher education. Since its inception in 2007, 15 scholarships have been awarded to NFP moms pursuing degrees in nursing, human services and psychology, to name a few. This would not be possible without the continued support of those dedicated to keeping Kathy's memory alive.

Thank You!



Maternal & Family Health Services

15 Public Square, Suite 600 Wilkes-Barre, PA 18701-1700 1-800-367-6347 | Marketing@mfhs.org mfhs.org | SafeTeens.org