

# Connections 2010

Leadership in Difficult Economic Times: Connecting Resources and People



2010 Joseph D. Greene

Community Service Award Ceremony

March 31, 2010

The Westin Buckhead Atlanta

Healthcare Georgia Foundation  
grantmaking for health



# 2010 Joseph D. Greene Community Service Award

## Purpose

Throughout Georgia, all communities have extraordinary individuals and organizations that are committed to improving the quality of health and health care of those they serve.

The hard work and dedication of these heroes makes a difference in the lives of all Georgians.

Healthcare Georgia Foundation's **Joseph D. Greene Community Service Award** honors extraordinary individuals and nonprofit organizations that are committed to improving the health and health care of those they serve. By recognizing those that inspire and lift others up, we hope that Mr. Greene's legacy of community service will continue through the work of others.

*Dedication Serv*

*"In a nation of our caliber, no one should be denied access to health care. If we're not sensitive to these problems, then no one will address them."*

- Joseph D. Greene



## About Joseph D. Greene

In his 2005 memoir, *From Cotton Fields to Board Rooms*, Joseph D. Greene recounted leaving his home in rural Georgia in 1959 with his high school diploma and just \$35 he had earned from picking cotton. The years that followed him were decorated with success and achievements as he elevated himself to become a revered public leader.

Mr. Greene's remarkable triumph over poverty and adversity made him a personal hero and mentor to many. He "walked the talk" by continuously lifting others up around him and dedicating himself to helping them improve the quality of their lives. As a founding Healthcare Georgia Foundation Board member, Mr. Greene helped steward the organization from its inception in 1999 through his retirement from the Board of Directors in 2006.

## 2010 Award Recipients

Healthcare Georgia Foundation is pleased to present the **Joseph D. Greene Community Service Award** to five individuals and two collaboratives in recognition of their dedication and commitment to improving health and health care across Georgia.

ice Inspiration



**Greg Block**

*Volunteer Organization:*

**First Step**

*Nominated by:*

**Barbara Peters,  
President, First Step**



**Eleanor (Lee) Frances**

**Brown, RN, CNP, retired**

*Volunteer Organization:*

**American Cancer Society**

*Nominated by:*

**Heather Gilbert, Senior  
Community Manager,  
American Cancer Society**

**G**reg Block's mother ran a nonprofit in Ohio that advocated against the use of corporal punishment on children. Inspired by her commitment to service, Greg made a personal promise to himself: that by the time he was 40, he would have earned enough money and experience to make a significant commitment to solving one large social problem. In 2007, Greg founded **First Step** with a considerable personal contribution. First Step's mission is to significantly reduce homelessness by helping individuals find paths to self-sufficiency.

In the two years since its inception, First Step has ensured that 220 chronically disabled homeless persons gained access to Social Security Disability Benefits and Medicaid insurance. In addition, Greg has built a committed and involved board of directors, engaged people to employ homeless individuals willing and able to work, and energized his network of business professionals, entrepreneurs, and nonprofit leaders to advocate for the homeless. As a result of his hard work and dedication, Greg has helped build a replicable enterprise that will not only help alleviate the burden of homelessness on the health system and community, but also gives hope to those who often need it most.

**L**ee Frances Brown has spent her entire career and volunteer work since her retirement lifting others up. A tireless advocate for health, Lee has volunteered for numerous organizations, including **American Cancer Society, Susan G. Komen for the Cure Foundation, Komen Rally for the Cure, Race for the Cure, C.A.S.A. of Houston County, Lions Club of Peach County, First Presbyterian Church and Middle Georgia United Kennel Club.**

Some of Lee's volunteer efforts focus on breast cancer awareness, including early detection, prevention, and education. She takes the extra step of referring patients to appropriate specialists and health providers. As a registered nurse and nurse practitioner, Lee stays current on recommended health and treatment practices and is a consistent, caring resource to uninsured and underinsured individuals diagnosed with breast cancer. An active fundraiser, especially in the area of cancer, Lee helps ensure that the local community has partnerships in place to obtain grant funds for free mammograms for low income and uninsured women.

Lee leads her passion for health by example, and shows no signs of slowing down. Her energy, commitment and unselfish involvement motivates and inspires others to strengthen the health of their own communities.



**Bill Cohen**

*Volunteer Organization:*  
**Center for the Visually Impaired**

*Nominated by:*  
**Subie Green, President, Center for the Visually Impaired**



**Susan Greene, RN, MSN, GNP**

*Volunteer Organization:*  
**Healthy Feet of Fannin County, Inc.**

*Nominated by:*  
**Sonja Bass, Volunteer, Healthy Feet of Fannin County, Inc.**

When Bill Cohen came to the **Center for the Visually Impaired's Low Vision Clinic** as a patient in 1999, he was so impressed by the service he received, that he asked what he could do to help. The Center quickly recognized his ability to connect with people and took him up on his offer. Each Tuesday and Thursday, Bill welcomes clients who come to the Low Vision Clinic. Because Bill has faced the same issues the clients face, he is able to put them at ease and identify resources that might be helpful to them as they wait to see low vision optometrists and therapists.

Bill's involvement and passion for helping others doesn't stop there. As an active member of the CVI Board of Trustees, Bill serves as vice chair of the Board, member of the Advocacy Committee, and is the former chair of the Strategic Planning Committee. He has also been a mentor to youth in the **STARS** program for school-aged children since the program began. Bill's commitment to addressing the health needs of his community cannot be understated. He regularly travels across the state for special meetings and presentations, helping to build a broad awareness of the available resources for the visually impaired. Through the hundreds of speaking opportunities Bill accepts each year, thousands of people are inspired by his message and are introduced to the services of CVI or other vision resources.

Susan Greene is a geriatric nurse practitioner and graduate of Emory University who has dedicated herself to helping provide Georgia's aging, poor, and uninsured residents with access to quality, affordable health care. For thirteen years, Susan has provided Fannin County residents with a free monthly foot clinic called **Healthy Feet** at the Georgia Senior Center and Polk County Senior Center. While targeting the elderly and those with limited ability, anyone can take advantage of this program. Susan tirelessly offers compassionate, knowledgeable advice to anyone she sees, and her Healthy Feet program has helped detect and treat previously undisclosed diseases and conditions.

Eight years ago, Susan left her position at the **Wesley Woods Center on Aging** in Atlanta to open a clinic in McCaysville, Georgia. The clinic, supported by her own funds and donations, is named **The Kessler Community Clinic** in honor of her father. Currently in development, the clinic will serve the region's many uninsured, underinsured and indigent individuals. Greene, who believes strongly that "health care is a right, not a privilege," works hard at making access to quality health care a reality in the North Georgia Mountains.



**Alana Shepherd**

*Volunteer Organization:*

**Shepherd Center**

*Nominated by:*

**Mark Johnson, Director of  
Advocacy, Shepherd Center**



*Collaborative Recipient:*

**Chatham County Safety Net Planning Council**

*Nominated by:*

**Agnes Cannella, Director, Mission Services,  
St. Joseph's/Candler Hospital System**

**Jennifer Wright, Director, Public Policy, Memorial  
Health University Medical Center**

Alana Shepherd and her family learned about the lack of high-quality specialized rehabilitation care in the Southeast through personal experience when her son James was injured in a body surfing accident in Brazil in 1973. James eventually recovered after undergoing rehabilitation therapy in the Midwest, and today walks with a cane and brace. The experience galvanized Alana, her family and the Atlanta medical community into starting a spinal cord injury rehabilitation hospital in Georgia.

In 1975, Alana, her husband Harold, and her son James co-founded **Shepherd Center**. The world-renowned 132-bed hospital specializes in providing medical care, rehabilitation services and research for spinal cord injury, acquired brain injury, multiple sclerosis, chronic pain and other neurological conditions. Each year, more than 800 inpatients and thousands of outpatients are treated. Alana remains the center's chief fundraiser and volunteer. She is active at Shepherd Center almost every week-day, leading tours for potential donors and visiting patients and their families to encourage them through the rehabilitation process. Her tireless advocacy for accessibility and her ability to galvanize support on the local, regional, and national levels has left an indelible mark on the community.

The **Chatham County Safety Net Planning Council** (CCSNPC) was created in 2004 to improve the efficiency and effectiveness of the local health care delivery system and to assist the Chatham County Commissioners in better meeting the health care needs of uninsured and underinsured constituents. The goals of the Council are to strengthen the county's health care infrastructure, build capacity within the community, improve access to health care of the uninsured and underinsured, and improve health outcomes.

The safety net provider network is comprised of both primary care providers and other agencies that support the delivery of health care by targeting a specific population or service. The partners are a tight-knit group, and meet every other month to improve the continuum of health care for the uninsured and underinsured. Once a year, all providers submit a set of data for compilation into an evaluation report. The report documents progress, outcomes and identifies new issues and challenges.

As a result of its efforts, the CCSNPC has had a significant impact on its community. The Planning Council has improved health outcomes and chronic disease management, leveraged health information technology,

and addressed specialty needs. It has also been able to increase the capacity of uninsured and underinsured patients seen in partner clinics and secured funding to help ensure its sustainability.



*Collaborative Recipient:*

**Morehouse School of Medicine Prevention Research Center Partnership**

*Nominated by:*

**Daniel S. Blumenthal, MD, MPH, Associate Dean for Community Health**

Established in 1998, the **Morehouse School of Medicine Prevention Research Center Partnership's** (PRC) mission is to advance scientific knowledge in the field of prevention in African American and other minority communities and to disseminate new information and strategies of prevention. The partnership serves a predominantly low-income area of Atlanta. Its members are represented on the Community Coalition Board that governs the PRC, and includes academic, agency, and neighborhood partners.

Through its community-based approach, the PRC conducts interdisciplinary research focused on prevention, trains minority researchers and practitioners, and demonstrates the value of coalitions conducting research. The partnership's "Community-based Participatory Research" focuses primarily on HIV/AIDS, colorectal and cervical cancer prevention. It also collaborates with a number of providers to deliver health promotion services. Training

and educating the next generation of physicians, public health professionals, and research scientists is critical to ensuring the long-term impact of the PRC, and it does this through its medical student/resident education and public health education programs.

The PRC has impacted the community by improving health, community development, and building momentum for future success. The Partnership has been proactive in both taking direct action to improve community health and by building capacity through the *Community Organization and Development for Health Promotion* model.



## Community Service Awards Nomination and Selection Committee

Healthcare Georgia Foundation would like to thank those individuals that gave their time to assist us in selecting the 2010 Joseph D. Greene Community Service Award recipients.

**Mindy Binderman**, JD, Voices for  
Georgia's Children

**Pattie Johnson**, Foundation Center-Atlanta

**Donna Looper**, Georgia Free Clinic Network

**Lisa Mathis**, MSN, RN, FNP-C, Kingdom  
Care, Inc.

**Lucy Marion**, PhD, Medical College of Georgia,  
School of Nursing

**Russ Toal**, MPH, Georgia Southern University,  
Jiann-Ping Hsu College of Public Health

## About Healthcare Georgia Foundation

Healthcare Georgia Foundation is a statewide, private independent foundation. The Foundation's *mission is to advance the health of all Georgians and to expand access to affordable, quality healthcare for underserved individuals and communities.* Through its strategic grantmaking, Healthcare Georgia Foundation supports organizations that drive positive change, promotes programs that improve health and health care among underserved individuals and communities, and connects people, partners and resources across Georgia. For more information, please visit the Foundation online at: [www.healthcaregeorgia.org](http://www.healthcaregeorgia.org).

Healthcare Georgia Foundation  
grantmaking for health



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