



## Spoke Newsletter

Wednesday July 25, 2018

*President—Paul*

Attendance: 24(56%) Attendance with make ups: 27(63%)

**Program Wednesday, August 1, 2018**

***Roberta Christensen—Royal Family Kids***

Arranged by Jerry Christensen

**Program Wednesday, July 25, 2018**

***Brad Meyer—Bluestem Health, previously People's Health Center***

Arranged by Rachel Martin



Bluestem Health is a new name for a familiar service, a group of physicians and medical practitioners that operated as the People's Health Center and served of Lincoln residents for the past 14 years.

That's Bluestem, after a native Nebraska grass that is both tough and tolerant.

The new name, Bluestem Health, is intended to end confusion over the name and the clientele served.

People consistently confused the center with other programs that had "people" as a part of their name—the People's City Mission and the mission's health clinic and the Center for People in Need, said Brad Meyer chief executive officer for Bluestem Health.

People would apply for jobs thinking the clinic was the Center for People in Need, which has a number of programs for low-income people but no direct health services. The health center would get donations made out to the People's City Mission or the Center for People in Need. There was also an image the People's Health Center served only low-income patients, which is not true. In Lincoln, the word "people" is kind of synonymous with nonprofit agencies that serve the low-income segment.

Bluestem Health is a federally qualified health center which receives funds to serve the uninsured and underinsured. But just 30 percent of its 14,000 patients last year participated in the sliding-fee discount program for low-income people. When the health center took over a local physician's private practice two years ago, many of the patients left that clinic because they didn't want to be part of a "poor people's" clinic.

***A Rotary Thank You to Brad Meyer for an excellent presentation  
on services available at Bluestem Health.***

***Lincoln East Rotary Club  
Meetings at Valentino's—70th & Van Dorn  
Noon Luncheon starting @ 11:45 a.m.***

***July 25, 2018***

"I don't think the community knows we serve a lot more than just low-income," said Meyer. And the center's board hopes a new name and a new logo will provide a fresh image.

So People's Health Center became Bluestem Health in January, with four offices: the center's headquarters at 1021 N. 27th St.; joint services with Lutheran Family Services at Health 360 at 23rd and O; a former physicians clinic at 2222 S. 16th St., Suite 435; and administrative services and chronic disease services at 2246 O St.

The center narrowed 100 new name ideas to three and the board picked Bluestem, a tough and tolerant native grass, with a root system that can grow more than 5 feet deep. Bluestem is able to weather pretty much any storm. It seemed like a natural fit. Plus there is no other health center associated with the name Bluestem, so it was an original name that would set the clinic apart.

Bluestem Health has 120 full-time staff, \$12 million in revenue, including about \$1.5 million in federal grants, and a pharmacy program where patients can get prescriptions filled, sometimes at much-reduced costs.

Bluestem also began offering mental health services at every office in January, with licensed social workers or a psychiatric nurse practitioner embedded into the health team.

The social worker might talk with a patient, who comes in for an earache, but who has also lost their job in the last week, to make sure they have the help they need to deal with the stress of losing their job.

The practitioner may also work with a patient who has just had a serious and scary diagnosis, like cancer, to help cope with the news and figure out the next step.

"I've had cancer twice. So I know what it is like for the doctor to say you have cancer," said Meyer. "Your brain just shuts down. You don't ask questions. You just automatically assume the worst?"

Bluestem has also taken over several physician practices as doctors retired and couldn't recruit others to take over their practices. We can go in and provide stability for their staff and their patients. That is in the community's best interest?"

About 40 percent of Bluestem patients use Medicaid, a federal-state insurance program for some low-income people, predominantly children and seniors.

Bluestem has seen the number of Medicare patients almost double in the last two years, as family practice doctors retire and other physicians haven't been willing to take on new Medicare clients, who are insured under the federal insurance program, primarily for seniors.







## Anniversaries & Birthdays

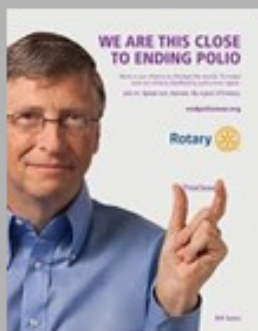
Weeks of July 26—August 1

### Birthdays:

NONE

Anniversaries (NONE)

**Barry Stelk—Rose**



## Happy Dollars

Dale Lloyd	\$ 1.00
Darrel Huenergardt	\$ 1.00
Lillie Larsen	\$ 1.00
Barry Stelk	\$ 5.00
Dean Douglas	\$ 1.00
Nathan Rink	\$ 2.00
Mike Carr	\$ 5.00
Gordon Bair	\$ 1.00
Charles Erickson	\$ 1.00
Duane Tappe	\$ 2.00
Paul Horton	\$ 5.00
Wayne Casper	\$ 5.00
<b>Total</b>	<b>\$30.00</b>



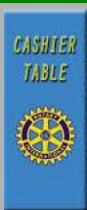
### Greeter Duty

August—Dean Douglas  
September—Dennis Duckworth  
October—Gordon Bair

### Make Ups

Dennis Duckworth  
Andrea Ahrens  
Minnie Stephens

Concessions F.B.  
Park Painting  
Board Meeting



### Cashier Duty

August—Deb Durrie  
September—Al Burdick  
October—Rachel Martin  
**Contact Dick Cumming**

### Guests & Visitors

Pat Grosserode  
Brad Meyer  
Max Larsen  
Cathy Duling

Steve Grosserode  
Speaker  
Lillie Larsen  
John Duling

## Lincoln East Rotary Club—July/August Speaker Schedule

August 1—Roberta Christensen—Royal Family Kids—Jerry Christensen  
August 8—Steve Sipple—Lincoln Journal Star Sports Columnist—Greg Schnasse  
August 15—A Young Girl's Escape from WWII Germany. Elfi Lee—Dick Cumming  
August 22—Dr. John Keller—"Digital Photography Workshop"—Dick Cumming  
**(NOTE: Bring your Digital Cameras and Smart Phones for tips in Photography)**

**Lincoln East Rotary Club**  
**Spoke Newsletter**  
**Published by Wayne Casper**