

# Newsletter

Volume 1, Issue 2, 2004

Dear Friends:

We are delighted to announce that we now have a firm commitment for the long-awaited delivery of a Ronald McDonald Care Mobile™ to Collier County in late-October. We will begin serving patients in November, with a formal unveiling to the community throughout the weekend of November 5<sup>th</sup>.



All of us who have worked so tirelessly for almost two years to make this a reality are ecstatic! This includes the management and staff of Collier Health Services (CHSI) and its Children's Health Network (CHN), responsible for all operations of the Care Mobile, the Board and staff of Ronald McDonald House Charities® of S.W. Florida and the Advisory Council.

Our Care Mobile will now begin to provide healthcare services to underserved children throughout Collier County. Care Mobile staff will screen these needy children for a variety of medical and dental conditions and, most importantly, arrange for their ongoing health care by referring them to a medical and dental home. Our staff will also assist eligible families in applying for government-supported health insurance such as Medicaid and Healthy Kids.

Many of us view the Ronald McDonald Care Mobile™ as a 'Pied Piper,' leading poor children and their families to restored health and healthy lifestyles. Thanks to Ronald McDonald House Charities for having the vision, the resources and the tenacity to create and build this fabulous program. They are providing us with free use of this state-of-the-art care mobile.

Our local community however is responsible for raising funds to operate the program. While our community has shown an outpouring of emotional and financial support; your future support is greatly needed to enable us to keep this program running in the months and years ahead.

Please help us by completing the enclosed form and returning the enclosed envelope with a generous donation. Every dollar of support today is an investment in the future of our children and our community.

Best wishes,

*Tom*

Tom Schneider, Chairman

Ronald McDonald Care Mobile Advisory Council

## The Ronald McDonald Care Mobile™ Program

The Children's Health Network and Ronald McDonald House Charities® of Southwest Florida have partnered to bring the Ronald McDonald Care Mobile™ to Collier County in an effort to give thousands of disadvantaged children proper medical and dental care. The Care Mobile will operate year-round at numerous locations throughout the county from Naples to Immokalee and Marco Island to Everglades City where low-income children live and have activities such as schools, day care sites and preschools, festivals, and summer camps. The result will be improved health for over 3,000 medically and dentally underserved children annually. The Ronald McDonald Care Mobile™ program will assist with the continuity of care by providing referrals to pediatricians or dentists for follow-up services. The program will also help eligible families connect with state government insurance programs, such as Medicaid and healthy kids.

The Ronald McDonald Care Mobile™ will officially begin providing these services to Collier County in November, 2004. By supporting our children today, we will ensure their happy and healthy future.



For more information, visit our Web site at [www.collier.org](http://www.collier.org)

# HOPE ON WHEELS

The Ronald McDonald Care Mobile™ will provide transportable medical and dental care for children in need, and offer numerous benefits and services in Collier County including: school physicals to new students entering the Collier County school system; vision and hearing exams; growth and development exams; dental exams and sealants. The program will also offer prevention education programs together with the Collier County Health Department and other community prevention education groups.

Unlike most mobile clinics, the Ronald McDonald Care Mobile™ is designed and built specifically as a pediatric healthcare unit. Through a committed relationship with Collier Health Services, Inc. and its Children's Health Network, the Ronald McDonald House Charities® has developed the Care Mobile program with clinical and educational services tailored to the specific needs of Collier County.

The Ronald McDonald Care Mobile™ is a 40-foot long, 8-foot wide vehicle that accommodates:

- Two convertible patient medical and dental exam rooms
- Laboratory
- Pharmacy
- Reception area
- Medical records area

Our local Mobile program will:

- Eliminate many barriers underserved families face in accessing healthcare
- Address the community's most critical childhood health needs
- Reduce inappropriate use of expensive emergency departments
- Arrange for continuity of medical and dental care
- Raise awareness of healthy lifestyles



## Portrait of Our Medical and Dental Directors

### **Dr. Barbara H. Rumberger, Medical Director**

In 1996, Dr. Barbara Rumberger combined her private pediatric practice with the Isabel Collier Read Children's Health Network. Ever since, Dr. Rumberger has been the medical director of the Network, as well as continuing to serve the needs of her pediatric patients.

Dr. Rumberger also participates in a variety of other community healthcare organizations. She is the medical and physician provider for the Child Protection Team, the Children's Health Assistance Program, and Children's Medical Services. She is also the medical director at Caring for Kids (Naples PPEC), and Kidsville (North Collier Hospital).

Dr. Rumberger holds a B.S. degree from Dickinson College, Carlisle, PA. She earned her medical degree from the Medical College of Pennsylvania.

### **Dr. Keith Riley, Dental Director**

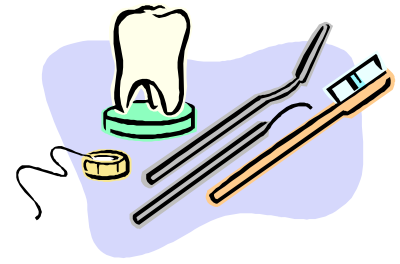
Keith Riley, D.D.S. has been the dental director of Collier Health Services, Inc. since 2002. He is responsible for all aspects of the dental services offered at its two dental offices in Collier County and the Ronald McDonald Care Mobile™. Previously, Dr. Riley operated his own private dental practice.

Dr. Riley is very active in the community; he is a member of the Collier County Dental Association Judicial Council, the Collier County Dental Association Peer Review, and Dental Advisory Committee for the Lorenzo Walker Institute of Technology Dental Assisting Program and a forensic dentist for the Collier County Medical Examiners Office.

Dr. Riley graduated from the University of Mississippi and the University of Tennessee, College of Dentistry.

The mission of the Ronald McDonald Care Mobile™ is to deliver "Hope on Wheels" and improve the health status of underserved children by providing quality health care services.

# An Interview with Dr. Keith Riley



The Care Mobile will provide dental screenings and treatment to thousands of needy children. Many of these kids have never been to a dentist before. As the Dental Director of Collier Health Services, Inc., Dr. Keith Riley has witnessed first hand the rampant neglect of proper dental hygiene among lower-income level children throughout Collier County. Dr. Riley's mission is to provide needy children with a bright future and give them something to smile about!

**Q. How many children do you expect to treat on the Collier County Care Mobile with dental services?**

A. We expect to see somewhere between 1,800 and 2,200 children annually just for dental screenings, examinations and emergencies.

**Q. How many children in Collier County do you estimate have not been to a dentist?**

A. When we first opened the Golden Gate Dental Clinic, over 80% of the children we treated had either never been to dentist or had not seen one in over two years.

**Q. Why is the Care Mobile important to you?**

A. We will go directly to the children and provide more dental screenings and examinations. Therefore, we will identify problems at an earlier stage and prevent problems from worsening. In addition, we will refer these children to a dental home for ongoing care.

**Q. Do you think that many of the children have simply not been introduced to proper brushing techniques?**

A. Many of the children have never owned a toothbrush much less had proper instruction on using one. Prior to instruction, children must first be educated on the proper use and then they should be provided with the necessary supplies to learn proper brushing techniques.

**Q. Have you seen severe cases of tooth decay among little children in our area?**

A. Yes, many cases. Many are not receiving the necessary dental care at home. At just Golden Gate Dental we have a waiting list of over 100 children who need hospital-based dental treatment. In the past, many cases have not been diagnosed and treated because no one was providing the service. CHSI is the only facility in Collier County providing root canals to these children.

**Q. Obviously if some of these children have never gone to a dentist before it would be tremendously scary to go for the first time. How do you set them at ease?**

A. To any child the major fear is of the unknown. At the first trip to the dental office everything is unknown, strange and frightening. The best way to put them at ease is to explain everything in advance, demonstrate what you are going to do, be honest with the child and never tell them one thing and then do something else. Parents create most of the fears which a child brings to the dental office. We find talking with the child and not down to the child is best way to put them at ease.

**Q. Do you have tips for everyone regarding proper techniques for kids?**

A. Proper brushing techniques for kids are not that much different than for adults. Brush after meals, floss, rinse with water or mouthwash. Use toothpaste with fluoride! Do not expect your child to brush their own teeth until you would let them pick out their clothes and dress themselves. Many children are not able to brush their own teeth until 6-8 years of age. Brushing is not playtime. Don't expect them to do a good job without adult supervision.

**Q. How do I get my son or daughter to want to brush their teeth?**

A. The best way to have children want to brush their teeth is not to make them do the job alone. Children learn by example and the best way to get them to want to brush is to see their mother, father, brother and sister brushing. They learn best by seeing. Start out by brushing their teeth for them and then let them learn by example.

## *We Need Your Help!*

The desperate need for access to medical and dental health care — particularly for children — is increasing. As outlined in the September 2000 report by the Health Care Review Committee of Collier County, it was discovered that there were more than 4,000 to 6,000 uninsured children in Collier County. Today we estimate that number has increased to over 12,000! While the situation continues to grow, there are very little additional resources to deal with the problem. Collier Health Services Inc. (CHSI) is the largest provider of health and dental services to children in Collier County. With the opening of the Neighborhood Health Clinic and our new Horizons Primary Care Clinic in Golden Gate, adults now have additional health care resources, but there remains a large gap in services for underprivileged children. CHSI and the Public Health Department are the only dental offices in the county that routinely accept Medicaid patients. The Ronald McDonald Care Mobile™ will begin to fill this gap in health care services to our most vulnerable residents — our children.

Thousands of children in Collier County are going without appropriate medical and dental care, and often only see a doctor in the emergency room. Potentially serious issues such as diabetes, asthma and dental disease are rampant among poor children and are going untreated for too long. The Care Mobile will increase the number of patients served and improve the overall health of children in Collier County. Your support is greatly needed to help us run the Ronald McDonald Care Mobile™. For additional information call Ms. Jules Mijares at (239) 658-3037 or return the form enclosed with your contribution. Thank you!

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## We Couldn't Do It Without You!

### Major Donors

- Blue Foundation
- Collier County Rural Health Network
- Community Foundation of Collier County
- Linda Jane Parson/Hu-Friedy Mfg. Co.
- Naples Children and Education Foundation
- Ronald McDonald House Charities of S.W. FL
- Jacob F. Schmidlapp Trust/Fifth Third Bank, Trustee
- Trinity-by-the-Cove Episcopal Church
- United Way of Collier County

### The Advisory Council

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