





PACHC Memo 12-04

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September 14, 2012

TO: Chief Executive Officers of Pennsylvania Community Health Centers  and Rural Health Clinics
FROM: Cheri Rinehart, President & CEO
SUBJECT: 2012 PACHC APEX Awards

Summary: The Pennsylvania Association of Community Health Centers (PACHC) is accepting nominations for the PACHC 2012 APEX Awards, the highest honor that the association bestows. This year, PACHC has expanded its award categories to include the Patient Choice Award, an award that gives patients the opportunity to recognize special health center employees. Please take this opportunity to nominate outstanding colleagues, health center staff, and those who exemplify the very best in Community Health Centers . Awards will be presented at the 2012 PACHC Annual Conference & Clinical Summit, which will be held November 14-16 at the Lancaster Marriott & Convention Center.


Award Categories:

Awards are presented in the following categories:

- ▲ [2012 Carolyn G. Baxter Lifetime Achievement Award](#)
- ▲ [NEW! 2012 Patient Choice Award](#)
- ▲ [Innovation Award](#)
- ▲ [Customer Service Excellence Award](#)
- ▲ [Career Achievement Award](#)
- ▲ [Board Excellence and Service Award](#)
- ▲ [Outstanding Primary Care Clinician Award](#)
- ▲ [Community Ambassador Award](#)


Nominations for the Patient Choice Award are provided solely by patients, and all health center staff are eligible to be nominated. Posters are available for display at health center sites to promote this award and give patients access to the nomination form. PACHC mailed posters and nomination forms to each health center administration office.

Background: The APEX (Awards for Primary Care EXcellence) Awards were established in 2009 to recognize the special people who work in and for health centers across Pennsylvania and to share with others outside the health center world some of the great things health centers are doing to improve access to quality health care and to make a difference in the lives of their patients and in their communities. These individuals do not do what they do for recognition, but deserve it. The APEX Awards allow the “community of Community

Health Centers  to honor and celebrate these special individuals and gives PACHC an opportunity to increase awareness and visibility of health centers.

Process: As in previous years, judges for the APEX Awards will be chosen from outside the “community of Community Health Centers .

 We do this for several reasons:

- 1- We at PACHC are proud to represent you and we want the judges to leave the review with a strong appreciation for the wonderful people who work in Pennsylvania’s health centers and who are committed to ensuring access to quality health care for all.
- 2- Serving as a judge for the awards gives individuals the opportunity to become more enlightened about and aware of Community Health Centers .
- 3- We invite key individuals/partners to serve as judges so that we have an opportunity to strengthen our relationship with them and advocate more effectively on your behalf.

Nominations are reviewed by the judges against the criteria in the Call for Nominations, so those nominating an individual or individuals are strongly encouraged to respond to the criteria for the award category for each nomination.


Winners (and their health center CEO) are notified prior to the APEX Awards luncheon at the PACHC Annual Conference & Clinical Summit November 15, 2012 and they and a guest are invited to attend.

A sample press release is provided to each health center with a winning entry to encourage local press coverage. PACHC submits a press release on the event and winners to several major media outlets, as well as posts winner summaries to the PACHC website.

Member Action:

- 1. Nominate someone!** Please take a few minutes to nominate an individual or individuals from your health center or the health center community at large for one of the PACHC 2012 APEX Awards. Nominate a colleague, board member, clinician or health center champion today! Nominations **MUST** be received by PACHC no later than **Monday, October 1, 2012*** – the earlier the better!
- 2. Invite others to submit nominations!** Feel free to post the “Call for Nominations” in your health center and share with others who might wish to submit a nomination.
- 3. Display the Patient Choice Award poster** with the nomination forms at all health center sites. Although nominations for this category are only accepted from patients, health centers can feel free to mail the nominations to PACHC on behalf of any patient who completes a nomination form.

*PLEASE NOTE: The deadline is a firm one as we have already scheduled the judges’ review and need adequate time to have the awards prepared for presentation at the November PACHC Annual Conference and Clinical Summit.

PACHC Action: When you share information on the good work your health center is doing and the wonderful people doing it with us, we use it to increase public and legislative awareness, recognition and appreciation of Community Health Centers .

If your health center has an APEX Award winner and would like to also honor the individual locally, PACHC is also pleased to re-present awards to honorees on site at your health center on request.

For More Information: More information on the award categories and criteria as well as the nomination form is available on the [PACHC website](#). Questions may be directed to Kirsten Keys at Kirsten@pachc.com or by calling (717) 761-6443, ext. 205.