



May, 2015

“I thought that the Health Council of East Central Florida was a government agency.”

One of eleven local health councils formed by the Florida legislature in 1982 to cover all 67 counties, **the Local Health Council of East Central Florida is actually not a government agency. It is a 501(c)(3) not-for-profit organization that handles fee-for-service projects for a wide variety of clients.**

Clients of all kinds use the Health Council.

We provide a lot of free information to businesses, not-for-profit organizations, and government agencies, many providing health care services, but to other industries as well:

- **Demographics** – www.CFLHealthyMeasures.org
- **Hospital and nursing home utilization** – www.hcecf.org
- **Community report card** (economy, environment, public safety, government, social services, health, education, and transportation) – www.CFLHealthyMeasures.org
- **Consumer health surveys** – www.HCECF.org
- **County health profiles** – posted on both websites

Additionally, we do a lot of work that carries a minimal charge to cover required staff time and associated standard operating expenses as outlined in advance in a written no-obligation proposal that we provide on request:

- **Strategic and scenario planning facilitation** for board retreats and management meetings

- **Business plans** for new start-up and/or annual operational support
- **Needs assessments**
- **Customized data reports** and analyses
- **Program performance evaluation** that is often required of grant funding recipients
- **Program management** services
- **Fiscal agent** for small not-for-profit organizations

A sole source provider that helps government organizations avoid bidding time and expense.

Local health councils are designated as sole (or single) source providers. This means that, although we are not a government agency, the fact that the Health Council exists in the Florida State Statutes means that government agencies do not have to go through the expense and time of requesting bids; government agencies may contract with the Health Council of East Central Florida directly to do the required work. That saves them time and money.

Board members are appointed by your county commissioners.

Our board members who are health payers, health providers, and consumers are appointed by County Commissioners from each of the four counties.

Staff brings years of experience to your project.

Kenneth Peach, MBA
Executive Director

Ken Peach, MBA, FACHE is Executive Director of the Health Council of East Central Florida, the health planning agency for Brevard, Orange, Osceola and Seminole counties. Before joining the Health Council in December 2010, he ran a medical practice business development company and health insurance agency. For twenty years he worked in administration for hospitals, hospital trade associations, and senior living facilities. Ken holds a B.A. in Communications degree from Seton Hall University and an M.B.A. with health services administration degree from the Florida Institute of Technology. He is a Fellow in the American College of Healthcare Executives. Ken has facilitated hundreds of strategic and scenario planning retreats for hospitals, physician groups, schools, and not-for-profit organizations. He has developed new products, conducted business feasibility studies, and has been involved in hospital and health system planning since 1985.

Theresa Feroldi, MSHSA
Senior Health Planner

Theresa Feroldi will manage the CHNA process as well as conduct the key informant interviews. Therry has worked in both the commercial and non-profit sectors of the healthcare industry. For the past 11 years she has been employed

as a Senior Health Planner at the Health Council of East Central Florida. Inc. Therry manages the district-wide hospital and nursing home utilization database used for reporting information to the Agency for HealthCare Administration. She developed the community health needs assessments for the non-profit hospitals in District VII and the Behavioral Health Needs Assessment for the Central Florida Cares Health System. Her work involves the coordinated effort of numerous community partners and agencies. Therry received a Master's of Science in Health Sciences from the University of Central Florida in December 2001.

Sara-Cartee Kennedy
Health Planner

Sara Cartee-Kennedy has worked as Health Planner for the Health Council of East Central Florida for seven years. In this role she has worked on numerous projects and assisted in research, program development, program evaluation, community needs assessments, grant writing and strategic planning. Currently, her primary role is Evaluation Project Manager for Wraparound Orange, evaluating the effectiveness of Children's Mental Health System of Care federal initiative in Orange County, Florida with youth with a serious emotional disturbance. In this capacity, her responsibilities include data management, overseeing a team of family and youth interviewers, data reporting and dissemination and continuous quality improvement. Sara received a Bachelor's degree in Social Work and a Master's of Science in Health Services Administration, both from the University of Central Florida.

Kendra Musselle
Administrative and Outreach Support

Kendra has worked in not-for-profit healthcare services for the past 25 years. She has been with the Health Council of East Central Florida. Inc. for almost 10 years. Kendra manages the district-wide hospital and skilled nursing facility utilization database used for reporting information to the Agency for HealthCare Administration. She prepares and distributes various contractual surveys with Ryan White and HOPWA programs, created and revised the District VII Ryan White Resource guide, provides support in WrapAround evaluation, and conducts daily accounting activities for the Health Council.

Iris Chocado
Office Support

Iris has an extensive background in public relations and television. She was a producer for TV stations and later for the City of Bayamon in Puerto Rico. At the Health Council, she handles data entry and support for most clients.

Our consultants include David Cavalleri, PhD. (research), Elaine Cauthen (health disparities), Sara Sullivan (program improvement), and others.

The Health Council – your one stop for planning support, project performance evaluation, and program management.

Call or email us to arrange a free consultation meeting at your office or ours. Once we understand your need, we will prepare a guaranteed price proposal for your consideration.



Health Council of East Central Florida, Inc.
2461 West SR 426, Suite 2041
Oviedo, Florida 32765
P: 407.977.1610
F: 407.977.1611
W: www.hcecf.org

Vital Signs is mailed quarterly to the communities that are served by the Health Council of East Central Florida. If this copy was shared with you and you would like to subscribe, please email your contact information to kpeach@hcecf.org. If you prefer to unsubscribe, please chose reply and type unsubscribe in the subject line. Thank you.