



Packard Health: Campaign for Expansion

Case for Support: Three Pressing Challenges

Challenge 1. Growing Demand for Primary Care

Packard Health's annual visits in Primary Care and Behavioral Health increased 92% from 2015 to 2019, from 20,873 to 40,026. Between 2017 and 2019, the primary care visits rose from 28,300 to 34,277, an increase of nearly 6,000 visits, or 21%.

Challenge 2. Growing Demand for Behavioral Health and Addiction Treatment

An estimated 40 to 50% of Packard's primary care patients also have behavioral health needs. Between 2018 and 2019, behavioral health and addiction treatment visits rose 40%. COVID-19 has made urgent the need for behavioral health program expansion. The average number of visits between April and July 2020 was 628, over 100 more/month than pre-COVID-19 visits.

Challenge 3. Overcrowded and Inadequate Main Location Facility

Demand for services at Packard's Main (original) location at 3750 Packard Rd. in Ann Arbor has completely outgrown available space; the facility has far exceeded its design life. Physicians and practitioners lack adequate exam rooms and office space. Exam rooms also serve as spaces for behavioral therapy sessions. The staff kitchen doubles as the food pantry. Most offices are windowless, and hallways throughout the two-story, wood frame buildings are too narrow, limiting handicapped accessibility. Packard's patients and staff compete for parking spaces with customers of commercial businesses that line the block just south of Platt Street.

Please click here to view a virtual tour of 3750 Packard Rd.:

https://www.youtube.com/watch?v=dz83i3v1YjQ&feature=emb_title

Solution

In 2018, Packard developed a detailed strategic plan to improve healthcare access and quality of life for the most at-risk residents of Washtenaw and western Wayne Counties. The plan includes raising \$8,000,000 in capital and program funding to address three key strategic priorities:

- 1) Replace the aging and overcrowded location on Packard Rd. - Winter 2021
- 2) Open a fourth full-service location in south Ann Arbor - Fall 2022
- 3) Expand primary care and behavioral health services and launch new wellness and prevention programs - Beginning Winter 2021



Progress-to-Date

- In December 2019, Packard purchased a building at 2750 Carpenter Rd. in Ann Arbor, one mile from the original Main location. The new building will provide adequate and appropriate space for visits and consultations, with administrative offices and ample, natural light-filled behavioral health consultation rooms. Additional space could provide for a pharmacy; a drive-through COVID-19 testing site; an outdoor waiting room for warm weather visits; community meeting and workshop space; and much more.
- Also in December 2019, Packard was gifted a building at 5200 Venture Drive by Dick and Norma Sarns. It will become Packard's fourth full-service health location in 2022 and will also house community wellness and prevention programs. Administrative staff relocated from the Main location to this location off South State Street in June 2020.
- In January 2020, Packard launched the quiet phase of its \$8,000,000 Campaign for Expansion. With these funds Packard will: 1) renovate and equip 2570 Carpenter Rd. (\$1,750,000); 2) renovate and equip 5200 Venture Drive; and 3) launch expanded primary care, behavioral health and wellness/prevention services (\$1,500,000)
- In February 2020, the Herrick Foundation awarded Packard a \$1,500,000 Campaign Challenge Match; all campaign gifts made between March 1-September 30, 2020 will be matched dollar-for-dollar until \$1,500,000 is raised.
- *Fundraising Progress:*
 - ❖ \$3,000,000 - Gift of 5200 Venture Drive from Dick and Norma Sarns
 - ❖ \$1,500,000 - Herrick Foundation Challenge Match*
 - ❖ \$ 850,000 - Total Cash and Pledges received since 1/1/20 (as of 9/3/20)
 - \$5,350,000 - Total Raised-to-Date
 - \$2,650,000 - Funds to Raise by December 31, 2021
 - * Herrick Match must be met by 9/30/20. Eligible Match gifts-to-date: \$435,000

About Packard Health

Packard Health is a tax-exempt 501(c)(3) non-profit organization located in Washtenaw County that provides high quality, affordable primary care, behavioral health, and a broad range of support services to the most vulnerable individuals and families in Washtenaw and western Wayne Counties. Packard operates in several locations: 1) three office locations in Ann Arbor and Ypsilanti; 2) a clinic and recuperative care program at the Delonis Center (Shelter Association of Washtenaw County); 3) in-home services at Miller Manor Apartments (Avalon Housing); and 4) primary care services at additional Washtenaw County shelters. In 2019, Packard provided services to 11,766 people across the lifespan.

Packard Health was founded in 1973 by Dr. Jerry S. Walden, whose vision was to provide integrated primary and behavioral healthcare and supportive services under one roof. In 2015, Packard was certified as a Federally Qualified Health Center (FQHC). As an FQHC, it serves individuals with limited access to healthcare, but is open to all. It receives federal grant funding and reimbursement from Medicare and Medicaid to ensure care of care of at-risk patients. However, these federal funds do not fund capital, some overhead, and important clinical programming.