

Non-Profit Finalist

Barbara Mannino

Vista Community Clinic

Barbara Mannino has been CEO of Vista Community Clinic (VCC) since 1983. Fortified with a background serving community health organizations and an aggressive dedication to increasing access to health care among all residents, Mannino led VCC from the basement of a Vista church building – providing approximately 14,000 patient visits annually – into five state-of-the-art community-based clinic sites, serving 51,421 residents and providing 203,000 patient visits annually. VCC is now rec-

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ognized as a financially strong, well-managed nonprofit organization with little debt and a healthy operating reserve.

VCC works to recruit and retain bilingual, culturally and linguistically competent medical and support staff. Current clinic staff speaks more than ten languages, and the majority is fluent in Spanish and English. Mannino has instituted innovative and dynamic strategies in promoting culturally and linguistically appropriate services throughout Southern California. Clinic staff has learned not only to be linguistically appropriate, but also to tailor service to the education, literacy, age and cultural needs of patients or clients.

Under Barbara Mannino's leadership, VCC has developed numerous innovative programs, such as the VCC Prenatal Program, to increase health care access for underserved residents; Diabetes STEPS, to meet service area needs; and the VCC Internet Safety Program, which provides young people education on how to avoid Internet predators, cyberbullying, gang recruitment and loss of privacy on the Web.

Mannino created the Kare for Kids Fund in 1986 to cover uncompensated health care costs for the children of

low-income families in North County. Each year, Kare for Kids is able to ensure that more than 12,000 children are able to receive important immunizations, well child visits and treatments for illnesses such as asthma, flu and other childhood diseases regardless of their family's ability to pay for health care services. In 1990, Mannino started the award-winning "Fund for Moms," a no interest loan program for uninsured, working poor women whose income placed them beyond public insurance assistance. The Fund for Moms was a collaboration among a local bank, the district hospital and the clinic that provided more than 300 loans to women with a 99 percent repayment rate. The Fund for Moms was recognized by the Federal Bureau of Primary Health Care as one of its first "Models That Works." It received recognition from the Fannie Mae Foundation, Social Compact, The Alliance Healthcare Foundation and the State of California Maternal and Child Health Department.

San Diego
BUSINESS JOURNAL
11/21/08