

ClinicConnect: Expanding Access

2026 CORE MISSION GRANT

Cherry Hill Free Clinic

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Application Form

Introduction

Thank you for completing Impact100 South Jersey's Core Mission Grant application.

The application due date is February 13 2026.

The application is divided into 4 sections:

1. Organization Overview
2. Organization Operating Information
3. Proposed Project Information
4. Proposed Project Budget

Your responses will automatically save so you can complete the application in stages. However, once you hit SUBMIT you will not be able to edit your responses, even if prior to the application deadline of February 13, 2026. Please be sure to proofread your responses before submitting your application.

Please visit Impact100 South Jersey website to learn more about our Organization and our grant programs.

Thank you for your interest in our grant program and the work you do to improve the quality of life for South Jersey residents. We look forward to reading your proposal.

Questions/problems, please email grants@impact100sj.org

Section 1: Organization Overview

In which county is your organization headquartered?

Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.

Camden County

LOCATION OF HEADQUARTERS IF OUTSIDE IMPACT100 SJ COUNTIES*

If your Organization is not headquartered in Burlington, Camden, Cumberland or Gloucester County, please provide address, including county of headquarters. Please state "N/A" if this question does not apply to your Organization.

N/A

ADDRESS AND COUNTY OF SATELLITE OFFICE*

If your Organization is not headquartered in Burlington, Camden, Cumberland or Gloucester County, please provide address, including county of satellite office within Impact100 South Jersey's four counties. Please state "N/A" if this question does not apply to your Organization.

N/A

Which Focus Area is the best fit for your organization's mission (choose up to 2)

Impact100 grants are intended to support community organizations across five broad Focus Areas. To ensure your organization's eligibility, please choose **up to two** Focus Areas that best support your organization's mission.

Health and Wellness

MISSION AND VISION STATEMENT*

Please state your Organization's Mission Statement and Vision Statement as stated on your public-facing materials, such as website.

The Cherry Hill Free Clinic was founded as a non-profit in 2019 using the power of volunteerism to make our communities healthier. Our mission is to provide free primary and specialty care to the uninsured and underinsured and our vision is to end suffering due to a lack of access to healthcare services. Over 60 volunteer physicians and 70 nonclinical volunteers give their time to staff the clinic and provide quality healthcare for the uninsured. Health equity is the cornerstone of our mission.

TARGET POPULATION OF ORGANIZATION*

Please briefly explain the demographics of your target population and geographic area where they reside. This is the target population of your Organization and not necessarily specific to the project you are proposing in this grant application.

CHFC currently serves patients from all over NJ, but our core patient base is in Burlington (1370), Camden (2679), Gloucester (310), and Cumberland (51) counties. The figures shown represent 94% of our patients in 2025. Health equity is the cornerstone of our mission; our focus is on those patients who are at-risk and need our services the most. Over 50% of our patients are people of color, and nearly 60% are women. In addition, 40% of our patients speak a language other than English. At CHFC, our staff, providers, patients, and board reflect the diverse population that we serve.

The economic demographics of the communities we serve is defined as "low to moderate income" as a percentage of the Federal Poverty Level(FPL). Our patients fall between 200% and 300% of the FPL. Our patients do not qualify for Medicare and primarily fall into the ALICE (Asset Limited, Income Constrained, Employed) threshold and cannot afford health insurance. We also have patients who are above the poverty level, but do not have health insurance due to part-time employment.

CHFC hopes to further decrease current disparities that leave those without health insurance at greater risk for chronic illnesses. These conditions, if left undiagnosed or untreated, can lead to serious diseases which ultimately put a greater strain on patients and the health care system as a whole. Increasing patient access to the clinic when they need help is an important next phase of our service commitment to the community.

Section 2: Organization's Operating Information

EXECUTIVE DIRECTOR TENURE*

How many years has the Executive Director served in this role at your organization? If less than two years, please state the Executive Director's previous position(s) and employer(s).

The Executive Director, Dr. Jubril Oyeyemi, has been with the Cherry Hill Free Clinic since the organization started. We began offering services in 2017 and became an official 501c3 non-profit organization in 2019. He has served in his role for nine years. CHFC's work was grounded by the realization of our founder, Dr. Oyeyemi, that many of the patients he saw in a traditional healthcare setting were unable to access preventive primary healthcare due to their insurance status, leading to higher risk, higher cost, and ultimately avoidable adverse outcomes. Dr. Oyeyemi and the clinic have received numerous awards for outstanding service to the South Jersey community.

FULL-TIME EMPLOYEES*

Please list the number of full-time employees.

If the number of employees varies from time to time, please state the average number throughout the year.

5

PART-TIME EMPLOYEES*

Please list the number of part-time employees.

If the number of employees varies from time to time, please state the average throughout the year.

1

FLUCTUATION IN NUMBER OF EMPLOYEES

If the number of full-time or part-time employees varies during the year, please explain. You do not need to explain normal staff turnover.

N/A

VOLUNTEER INFORMATION*

Please list the number of volunteers at your Organization.

If the number of volunteers varies from time to time, please state the average throughout the year.

164

BOARD/GOVERNING BODY INFORMATION*

What is the current number of Board members?

10

NUMBER OF BOARD MEETINGS*

How many times does your Board meet throughout the year?

6

BOARD MEMBERS' INFORMATION*

For each Board member, please provide their name, professional affiliation (status) and **number of years served on your Board** using the format in the example.

Example:

1. Jane Smith, Boeing engineer (retired), 5 years on Board

2. Robert Jones, Clark High School teacher, 2 years

1. Tarun Kapoor MD MBA, Digital Health Foundry, 2 months
2. Kristen Centinaro, Bayada, 4 years
3. Suzanne Ghee, Thrive Public Affairs, Food Bank of South Jersey, 6 years
4. Samuel Wiener MD, MBA, Virtua Health, 2 months
5. Tony Chigounis, Red Fox Coffee, 5 years
6. Kruti Lodhavia, Novartis, 6 years
7. Saira Jan, Horizon Blue Cross Blue Shield of NJ, 1 year
8. Angel Hernandez, Datwyler IT Services, GCLEA, 5 years
9. Qasim Hussain, AQ Modern Diagnostic Imaging, 2 years
10. Barbara Schwartz, UrbanPromise Ministries, 1 year
11. Lori Talbot, MD, Retired, 2 months
12. Jubril Oyeyemi, MD, CHFC and Camden Coalition, 2 years

2025 OPERATING BUDGET

Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.

\$705,285.00

2026 Operating Budget

Your response to this question is from your previously completed Grant Eligibility Application and cannot be changed.

\$890,343.00

REVENUE SOURCES*

Please list your Organization's **five** largest revenue sources for this year and last year. This can include all types of revenue (public/private grants, donations, fee for service, etc.).

Example:

Current Year's Revenue--5 Largest Sources

1. ABC grant, \$50,000

- 2. ABC Foundation, \$30,000
- 3. Donors, \$25,000
- 4. Fundraising \$10,000
- 5. State Grant, \$125,000

Last Year's Revenue-5 Largest Sources

- 1. ABC grant, \$50,000
- 2. ABC Foundation, \$100,000
- 3. Donors, \$25,000
- 4. State Grant, \$100,000
- 5. Federal Grant, \$75,000

CHFC: Top Five Revenue Sources 2025 Revenue

Grants:

- Exact Science \$50,000
- CVS \$50,000
- NBC Universal \$76,100
- Horizon Foundation \$25,000

Donations:

Virtua Health - West Jersey Medical Staff \$100,000

CHFC: Top Five Revenue Sources 2024 Revenue

Grants:

- Government Grant-US DHHS \$440,905
- Acenda \$156,000

Donations:

- Virtua West Jersey Medical Staff \$80,000
- Horizon Foundation \$10,000
- Virtua Cycling for Care \$10,000

DOES ORGANIZATION HAVE A STRATEGIC PLAN*

Yes

STRATEGIC PLAN*

If your Organization has a Strategic Plan, what year was it adopted and what years does it cover.

If no Strategic Plan, please enter "none"

Our strategic plan was adopted in January, 2025 and will be used until January, 2028.

LONG TERM GOALS/VISION*

Please describe your Organization's long term goals as stated in the Strategic Plan or your organization's vision (if no Strategic Plan) for the next 3 to 5 years.

CHFC's strategic plan stems directly from our mission and outlines goals that fall into the categories of finances, operations, and quality.

Finances – Maintain growth and financial stability

- Increase revenue to \$1 million in 2026
- Maintain \$250,000 cash on hand by 2027
- Invest in short-term and long-term projects that will reduce costs

Operations – Streamline patient flows and provider care

- Optimize our ability to meet patient needs through automated AI driven systems such as ClinicConnect
- Decrease no-shows by 50% by addressing transportation barriers
- Increase MyChart sign-ups by end of 2026 for improved patient communications
- Build capacity through an increase in providers and specialties
- Expand outreach to those in rural areas with limited access to health care providers
- Increase support for mental health

Quality - Provide the best possible care through continuous improvement and benchmarking of best practices

- Continue to focus on preventive care and decrease the incidence of chronic disease
- Monitor and manage key metrics to assure quality of care
- Expand care for patients to include medication compliance, access, or offer in-house pharmacy services
- Screen 100% of patients for Medicaid, Medicare, or TriCare through improved patient navigation
- Make cancer screenings accessible and exceed HEDIS measures for colorectal, breast, and prostate cancers
- Maintain a 4.9 rating on Google Reviews by 2026

ORGANIZATIONAL CHANGES*

In the next 6 to 12 months, do you foresee any significant changes possibly taking place within the Organization. For example a change in leadership, mission direction, funding, staffing, etc. Please provide details.

N/A

Section 3: Proposed Project Information**What is the name of the proposed project?***

ClinicConnect: Expanding Access

NEW OR EXISTING PROJECT?*

Is the proposed project a new project, an expansion or continuation of an existing project?

New project

What county(ies) will be served by the proposed project?

Burlington County
Camden County
Cumberland County
Gloucester County

Other County(ies): Please list:

OTHER COUNTIES SERVED BY THE PROPOSED PROJECT*

Please list any counties, other than Burlington, Camden, Cumberland or Gloucester, that the proposed project will serve. State "none" if the project does not serve any counties outside Impact100 South Jersey's service area.

Please keep in mind, the proposed project and Impact100 South Jersey's funding must be primarily used in the counties of Burlington, Camden, Cumberland, and Gloucester.

CHFC is open to the state of New Jersey, but the large majority of patients (94%) are located in Burlington (1370), Camden (2679), Gloucester (310), and Cumberland (51) counties.

BRIEF PROJECT DESCRIPTION*

Please provide a brief, one to two sentence, description of your proposed project.

CHFC is experiencing a surge in need from uninsured neighbors. We expect to reach 5,500 patients in 2026 and are receiving over 1,200 calls each week. CHFC proposes an enhancement to our front-office capacity, modernizing it so that patients can access service more easily by phone, text, or web chat and avoid delays in their need for care. This will result in faster and better patient outcomes and reduced stress for staff. Dedicated administrative support will help patients in the process.

STATEMENT OF NEED*

What is the specific need your proposed project will address? Please provide information regarding:

- target population
- target geographic area
- supporting data. Data, specific to your service area is preferred.

CHFC began with 200 patients in 2019, the year of our incorporation as a non-profit entity. Since that time, our patient volume has been experiencing double digit growth. By 2025, our volume grew to unprecedented levels - 4,800 patients, 2,100 telehealth visits, and 55,683 phone calls. The demand in South Jersey is expected to rise further in 2026 due to Medicaid displacement and changes to Obamacare.

Call data from 2025 shows that CHFC handled 55,683 total calls from 9,818 unique individuals (both inbound and outbound). Inbound calls were 34,726, of these only 3,730 were answered live. In the absence of an automated response system and limited staff, 30,996 inbound calls or 89% were missed. The administrative load from these missed calls is substantial. Every missed call requires a review of the call log, a lookup in Epic (our Electronic Medical Record (EMR) System), a call back to the patient, and additional documentation. Reducing our inbound missed call rate from 89% to less than 15% will allow us to recover one full time staff member who can then be redirected towards vital clinic operations.

When patients cannot reach our clinic, the health of the community will be impacted, especially for those with chronic conditions. Most calls are inquiries from new patients looking for care and existing patients seeking appointments. ClinicConnect is a technology based solution that will substantially increase our ability to manage patient needs and enhance patient satisfaction.

SUMMARY OF PROJECT*

Please describe the proposed project details. Please be specific and include:

- how the project will be implemented
- how it will work
- how it will meet the stated needs in previous question
- why it is needed now

CHFC is seeking to fundamentally change the way in which we provide residents of South Jersey access to our clinic's resources. ClinicConnect will use Voice AI (Artificial intelligence) to provide the supportive answers that our patients need through a fast and reliable process and will do so in the language of their choice. Patients will receive timely responses to medical questions and appointment needs all on a 24/7 basis. As a result, we will be able to manage more calls and schedule more appointments without adding additional headcount. Patient satisfaction will increase through this stress-free solution.

The vendor we have chosen is Assort Health, their platform will connect to our EMR system to answer calls with generative AI. Once the connection is established, the AI software will be able to schedule directly within Epic, update patient data in real-time, connect with MyChart, and communicate back to patients. The system will work with our existing phone infrastructure without requiring any changes to our patient-facing phone numbers.

Access to care begins with a phone call. New patients will be able to get basic clinic information, ask questions, and make appointments. Existing patients will be able to get their questions answered, refill medications, check on lab results, and much more. As a result, those who actually need to speak to a live person for medical needs can have their questions addressed before they become urgent. For example, a caller who wishes to make an appointment will be asked to provide their name, date of birth, and phone number. Next, they will be asked what kind of appointment they would like to make. If they request a annual wellness visit, the system will check to see when their last appointment occurred and then if appropriate will schedule the patient with their choice of doctor on a day and time that is convenient for them. A similar process will occur with medication refill requests and lab results. The Assort Health system is completely interactive, processing patient concerns accurately and quickly.

As a non-profit free clinic, our ability to add additional office staff for routine inquiries and scheduling is limited. A better solution is to implement patient management technology that can serve patients at any time day or night. ClinicConnect will allow CHFC to manage current volume, plan for additional patient growth, and prevent staff burnout allowing talented personnel to perform more advanced tasks.

PROJECT GOALS AND IMPACTS*

Please state up to 3 project goals and impacts you expect the project to have on the target population and the community. For each, please state:

- project goal
- number of individuals and/or households that will be impacted
- anticipated achievement date over two year timeline
- how goal/outcome will be measured or evaluated

Example: Goal 1: By second quarter, we expect to administer the program to 25 families, enabling them to pay down credit card debt. We will use reduction in amount of debt to measure outcome.

Goal 1: Reduce missed calls by 50% in Year 1 and then another 25% (total 75%) by the end of Year 2
In Year 1, 15,500 of the missed patient calls will be answered and by the end of Year 2 23,250 calls will have been answered (including year one). Call reports and analysis will be provided by Assort Health.

Goal 2: Impact 60,000 inbound and outbound callers; Increase patient satisfaction
Using a total call volume of 55,683 in 2025 and factoring growth, this is number of residents who will benefit from this service. Internal data will be studied to compare the before and after call completion statistics and the accuracy of how those calls were handled by the AI system. We will also implement patient feedback to assess the success of the program.

Goal 3: Save 1.0 FTE worth of labor absorbed by missed-call management
A conservative estimate 4 minutes of staff workflow per missed inbound call results in 2,066 staff hours annually. This will be measured through call reports and staff feedback.

PROPOSAL'S IMPACT ON CORE MISSION & LONG TERM GOALS*

How will implementation of this project improve your Organization's ability to more effectively carry out its core mission and long term goals, as stated in the Organization's Strategic Plan or long term goals and vision?

Our mission is to provide free primary and specialty care to the uninsured and underinsured and our vision is to end suffering due to a lack of access to healthcare services. The more patients that we can serve, the more impactful our mission will be for our communities. South Jersey residents have made their needs known, they need free, quality healthcare that is not dependent upon having insurance. The growth in calls and patient volume over the past nine years has confirmed that our mission to help those who need healthcare is necessary and impactful. ClinicConnect will ensure that these goals are met by an substantial increase in the number of patients that we can serve. A healthier South Jersey community will result.

PROJECT LEADER/MANAGER*

Who will manage this project? Please state name, title and anticipated number of hours they will spend on the project. If the person is currently not on staff, please state new hire, anticipated date of hire and anticipated number of hours they will spend on the project.

Mostafa Eldasher, 2 hours per week.

PROJECT PARTNERS*

If you will be collaborating with other Organization(s) to carry out this project, please list the Organization name(s) and their contributions to the project. For example, providing funding, staff, materials, etc.

Please state "none" if there are no project partners.

The vendor we are using for ClinicConnect is Assort Health, an AI-powered patient engagement platform that automates patient communications across multiple channels. For inbound calling, AI agents will answer patient calls 24/7 to handle scheduling, rescheduling, cancellations, prescription refills, lab result inquiries, insurance verification, and triage—all while integrating directly with our EHR system (Epic) to complete tasks for CHFC patients. Outbound call capabilities will proactively reach patients through automated voice calls, text messages, and emails for appointment reminders, no-show follow-ups, and rescheduling or cancellation. The ChatBot service will enable our patients to engage with us through the CHFC website.

PROJECT TASKS AND TIMELINE*

Please list proposed project tasks and implementation timeline for each task. The timeline must begin on or after July 1, 2026 and be completed by June 30, 2028.

Example:

<u>Project Task</u>	<u>Timeline</u>
Hire project manager	Aug '25
Develop curriculum	Sept-Oct '25
Pilot curriculum	Feb '26

The timeline for implementation of ClinicConnect will be as follows and will take place over six weeks.

<u>Project Task</u>	<u>Timeline</u>
Sign contract with Assort Health	July 2026
Establish connection with Epic system and test	July 2026
Establish call workflows that will be created by CHFC	July 2026
Conduct internal testing of calls	August 2026
Begin live patient testing with 20% of patient calls, assess results	August 2026
Continue ramp up of usage with live patients, 20% per week	August 2026
Go live to all callers	August 2026
Implement and test Chatbox on website	August 2026
Go live with all services functional	September 2026

Section 4: Proposed Project Budget

DOES BUDGET EXCEED \$100,000?*

Please note, if your budget exceeds \$100,000 you must provide the additional funder/donor information in your budget spreadsheet as described in PART 2 of the question below.

No

PROJECT BUDGET (2 PART QUESTION)*

PART 1: Please **upload a spreadsheet** (Excel or pdf) showing the proposed project's budget . Project expenses must correspond to the tasks listed in the project tasks/timeline question in Section 3. If expenses include staff time, please state percentage of staff member's time to be spent on the project under "additional details" as demonstrated in the example below.

The total of all expenses must equal the total project budget and must be at least \$100,000.

Please use the column headings shown in this example:

<u>Expense</u>	<u>Details</u>	<u>Total</u>
Project Mgr	80% of full time	\$50,000
Equipment	Computers	\$30,000

<i>Furniture</i>	<i>Desks, chairs</i>	<i>\$40,000</i>
<i>Curriculum training</i>		<i>\$10,000</i>
<i>Total</i>		<i>\$130,000</i>

PART 2: If the proposed project budget exceeds \$100,000, you must show on the spreadsheet the additional funding sources, dollar amount and date you expect to secure this funding. The additional funding must equal or exceed the total of project expenses exceeding \$100,000.

Please use following format.

<u><i>Funder/Doner</i></u>	<u><i>Amount</i></u>	<u><i>Date Expected</i></u>
<i>ABC Foundation</i>	<i>\$10,000</i>	<i>Oct. '26</i>
<i>Annual Fundraising Gala</i>	<i>\$20,000</i>	<i>Sept. '27</i>
<i>TOTAL</i>	<i>\$30,000</i>	

Impact100 Budget_CHFC 2026.xlsx

PRIOR TO SUBMITTING YOUR APPLICATION

Please carefully review your responses prior to submitting your application. You may save the application as a PDF to facilitate proofreading and to ensure the accuracy of your responses. You may edit your application anytime prior to hitting Submit.

ONCE YOU HIT THE SUBMIT BUTTON YOU MAY NOT EDIT THE APPLICATION EVEN IF PRIOR TO THE DEADLINE.

Thank you for completing Impact100 South Jersey's Core Mission Grant application. We look forward to reading your proposal.

File Attachment Summary

Applicant File Uploads

- Impact100 Budget_CHFC 2026.xlsx

ClinicConnect Budget

<u>Expense</u>	<u>Details</u>	<u>Total</u>
Platform Subscription	\$950/ mo	\$ 11,400
Inbound Calls	10,000 calls/qtr, \$0.75 call	\$ 30,000
Outbound Calls	3500 calls/qtr, \$0.50 call	\$ 7,000
Chat Bot	\$9,000/qtr	\$ 36,000
Administrative Support		\$ 15,600
Total		\$ 100,000