

The INSIDE

The Week in Review Page 2

CALENDAR Page 4

OPINION pages 6-7

SPORTS page 8

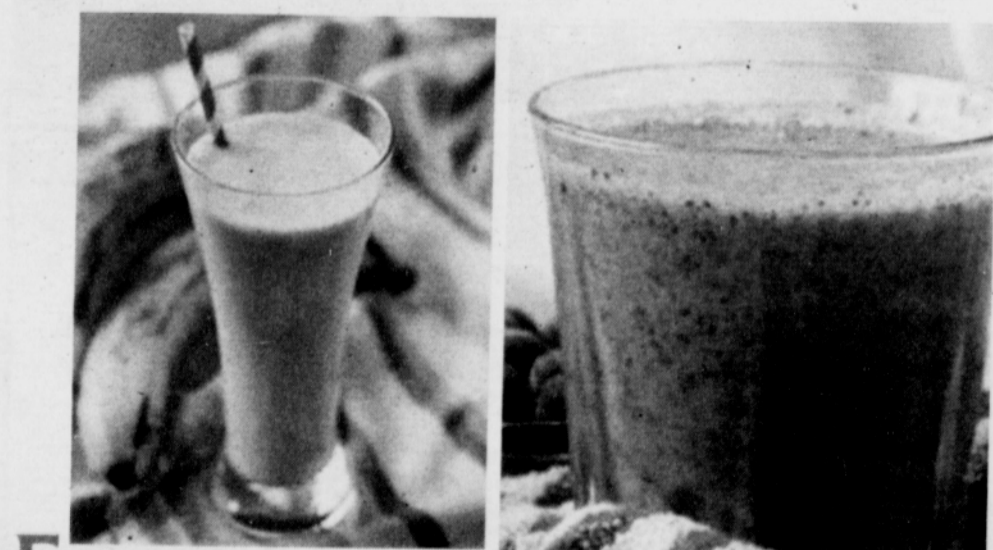


METRO Page 9



Arts & ENTERTAINMENT
pages 10-13

CLASSIFIEDS pages 14



FOOD pages 16

This page Sponsored by:

Fred Meyer

What's on your list today?

LOCAL NEWS



PHOTO BY MARK WASHINGTON/THE PORTLAND OBSERVER

The accredited staff at the free North by Northeast Community Health Center at 3030 N.E. Martin Luther King Jr. Blvd. includes Dolly England; Dr. Jill Ginsberg, health center co-founder; Sharetta Butcher; and Danielle Tucker.

Saving Lives

Clinic expands services to fight health inequities

The North by Northeast Community Health Center just might be one of the best-kept secrets in north and northeast Portland. And they say it's time for that to change.

"We're not just a free clinic anymore. We're taking on new patients and we're able to offer a lot more services," said Dr. Jill Ginsberg, the health center's co-founder and medical director.

North by Northeast, at 3030 N.E. Martin Luther King Jr. Blvd., was created in 2006 when the Rev. Mary Overstreet Smith of the Powerhouse Temple Church enlisted Ginsberg, a family physician formerly with Kaiser Permanente, to help start a free clinic.

For over seven years the health center served low-income neighbor-

hood adults with no health insurance, focusing on preventing the deadly consequences of high blood pressure, asthma and diabetes.

Now the staff and volunteers at North by Northeast are continuing in their mission to serve the African American community and other disadvantaged populations to reduce health inequities that cause illness and death.

Under a new partnership with CareOregon and the Affordable Care Act, the clinic accepts Health Share/Oregon Health Plan and is more focused than ever on managing chronic conditions so they don't spiral into more serious health problems.

"As a nation we are failing in our treatment of high blood pressure - especially among African Americans. That's one reason for the high rates of stroke and heart attacks in our community. We've made it our highest priority to help our patients get their blood pressure under con-

trol," Ginsberg said. "And it's working. We're saving lives."

"It's different here," said Sharetta Butcher, community health worker at North by Northeast. "People are known by their names and they feel the love we have for them. They're not just an insurance number."

Butcher describes her job as "meeting people where they're at" both physically, in their homes or at their jobs, and emotionally. "We're reaching people who haven't been to the doctor in a long time," she said. "It takes trust for them to make that first step."

Much of Butcher's job involves helping patients to keep their appointments, get their prescriptions refilled and remember to take their medications. "If you have meds to take twice a day, putting the bottles with your toothbrush is one way to remember," she said.

Sometimes it means helping pa-

continued ▼ on page 5