

Primary Plus *A Vision for Providing Affordable Health Care to All*

It is only fitting that the recent opening of Primary Plus' new clinic in Maysville be a celebration. What had started 25 years ago as a small clinic with 5 employees in nearby Vanceburg has now grown into four modern clinics covering three Northeastern Kentucky counties.

Outline of Need: Primary Plus, then known as Lewis County Primary Care Center, Inc. was founded in 1983 by a group of local concerned citizens as a federally qualified health facility to recruit physicians and provide medical services to the medically underinsured. In 1997 Primary Plus came to USDA Rural Development seeking assistance in constructing a new clinic in Vanceburg. At that time they were in an old restaurant building that was in poor condition. Federal Inspectors found structural cracks in the building and determined that it was structurally deficient. In addition the building was too small, inefficient to work in and lacked adequate parking.



How Rural Development Helped: With the help of a \$955,000 Community Facilities Loan from Rural Development, a new 8,600 square foot clinic was built. In addition to providing much needed examination rooms, the facility included labs, procedure rooms and a small emergency room for minor injuries, eliminating 40 minute trips to the nearest hospital for less serious medical needs. The facility also included telemedicine capabilities, linking the local doctors with distant medical facilities and allowing improved healthcare to the community. The campus where this facility is located has now grown to also include a women's center, dental clinic, pharmacy and a fitness center.

The Results: Telemedicine is an important part of Primary Plus. "We can connect with the University of Kentucky, University of Louisville and St. Claire Medical Center to allow remote diagnosis and treatment" said Jerry Ugrin, CEO. "There are also linkups with schools in Lewis County to allow the diagnosis and treatment of students without them leaving the school grounds."



In 2004, seeing the need to provide services beyond the Vanceburg facility, Primary Plus, again with the assistance of a \$700,000 USDA Rural Development Community Facilities Loan purchased a medical clinic building in Tollesboro to provide medical services to that community. This building also included a pharmacy to provide low cost prescription drugs to local residents.



Primary Plus expanded again in 2004 to nearby Flemingsburg, KY by purchasing an existing building and starting a clinic there. The Flemingsburg facility offers family medical services along with specialty clinics.

Seeing the need to meet the needs of the medically uninsured and underinsured in the Maysville area, Primary Plus again came to Rural Development in 2005 seeking assistance in funding the Maysville facility, which opened for business on March 17th of this year. This 35,500 square foot two story building offers OB/GYN services, family practice services, a low-cost pharmacy, diagnostic services and specialty clinics. Funding for this facility was a combination of a \$4,000,000 Rural Development Community Facilities loan and a \$2,700,000 Rural Development Community Facilities Guaranteed loan with Peoples Bank.



What makes Primary Plus different from other medical providers? “We take the opportunity to provide services to those that others are not able to” said Jerry Ugrin. “We provide a sliding fee, making services affordable to a wider range of patients.” In addition to regular family practice services, Primary Plus also offers Disease Management, Preventative Health services and a wide range of specialty medical clinics. Primary Plus has partnerships with local hospitals along with University of Kentucky Medical School, Morehead State University, Marshall University, Northern Kentucky University and Shawnee State College.

Primary Plus is not content to stand still. Jerry Ugrin, CEO stated, “We will move forward by increasing patient services.” Areas of expansion will include asthma treatment, cancer treatment, pain management and prevention. Another area being considered is going back to “Old Fashioned Medicine” where doctors will make home visits to patients unable to come to the office.” “Expanding the marketing area for each clinic will also happen” said Jerry. “We have even developed a trademarked program called LEAP to help our 126 employees.”

With the vision of dedicated leadership, committed staff, partnering with other healthcare providers and the financial assistance of USDA Rural Development and local lenders, Primary Plus will continue to provide first class healthcare to everyone in the community.