



**MAVEN
PROJECT**

ANNUAL REPORT

2021

LETTER FROM OUR FOUNDER & BOARD CHAIR

I'm privileged to have the opportunity to honor our donors, volunteers, and partners with our first annual report highlighting the accomplishments of the last year and the individuals and organizations who made it possible. While each year since our founding has seen incremental success, the progress we made together in 2021 is inspiring. We doubled the number of clinic partners we serve and expanded our reach into more states, set provider utilization records across all our service lines, increased and strengthened our educational programming, and grew our team of world-class physician volunteers. And, most importantly, we created stronger, healthier communities by providing more individuals with the high-quality specialty health care they deserve.

But as we continue our progress in 2022, we recognize our work is more urgent than ever. Currently, 1 out of 11 Americans receive their care in one of the nation's 1,400 Community Health Centers, including 1 of 3 people who are experiencing poverty. An additional 2 million are served through Free and Charitable Clinics. The outstanding clinics featured in this report exemplify our partner sites where dedicated frontline providers are pushed to the limits every day working to meet the health care needs of underserved and marginalized individuals in their communities. Yet COVID-driven increased demand, physician shortages, and provider burnout continue to exacerbate long-standing health inequities. In short, we have much more work to do.

In the year ahead, I look forward to the opportunity we have to deepen existing relationships with donors, volunteers, and partners, and to establish new ones. I am also eager to further expand our programs and improve our delivery systems to best meet the needs of providers, volunteers, and patients. Thank you for the critical role you play in enabling us to achieve these goals. As we continue on our journey to ensure everyone has access to expert health care, when and where they need it, we are honored that you have chosen to join us as a partner, supporter and friend.



Laurie Green, MD

Founder & Board Chair



MISSION

MAVEN Project addresses the social, racial, and economic inequities in health care by connecting frontline safety net clinic providers with expert physician volunteers for medical advice, mentorship, and education, giving patients rapid access to high-quality, specialty care locally.

VISION

Expert health care for everyone, when and where they need it.

VALUES

COLLABORATION:

We listen to our health care partners and each other to develop solutions.

INNOVATION:

We encourage curiosity and new ideas, learn from experience, and strive to deliver the best outcomes.

HEALTH EQUITY:

We acknowledge that we live in a world with inequitable access to health care resources, and work to meaningfully and measurably support communities facing the most significant barriers, especially Black, LatinX, Indigenous, and low-income communities.

RESPECT:

We treat everyone with dignity and seek out diverse perspectives.

THE NEED IS GREAT

Zip code, income, and ethnicity should not be barriers to comprehensive, high quality health care. But millions of financially and geographically disadvantaged Americans struggle with access due to multiple barriers including cost, language and literacy issues, transportation needs, work demands, and the complexity of the medical system.

For these patients, local safety net clinics, comprised of Community Health Centers and Free Clinics, are their only source for primary care.

According to the National Association of Community Health Centers, community health centers serve 1 in 11 people in the U.S.

- 1 in 8** children
- 1 in 7** racial/ethnic minorities
- 1 in 5** Medicaid beneficiaries
- 1 in 5** uninsured persons
- 1 in 3** people in poverty

Pandemic driven burnout, physician retirements, the aging U.S. population, and a dearth of available primary care and specialist providers have created a medical access crisis in America affecting rural and marginalized communities most. Specialists are in short supply, and few take new Medicaid patients, leading to long wait times while illnesses fester. Working with clinic providers, our expert specialists ensure that complex care is delivered quickly, conveniently, and locally.

2,800 safety net clinics serve **30+** million patients annually in rural and urban communities across America.

63% of their patients are members of racial/ethnic minorities.

Over 320,000 are persons experiencing homelessness and nearly **850,000** are agricultural workers.

91% of their patients are at or below 200% of the Federal Poverty Level (\$55,500 for family of 4).

Safety net patients suffer higher rates of chronic conditions than the general population.

Source: National Association of Community Health Centers 2022 Chartbook: <https://www.nachc.org/research-and-data/research-fact-sheets-and-infographics/2021-community-health-center->

COLLABORATION: WE ARE IN THE BUSINESS OF BUILDING RELATIONSHIPS AND TRUST

We offer our services exclusively to safety net clinics because we share their vision of providing quality health care to patients who otherwise would not have access due to any number of circumstances. Frontline primary care providers working at our clinic partner sites have unlimited access to medical consultations, 1:1 mentoring, and continued medical education.

OUR NATIONWIDE REACH



2,300+
SAFETY NET
CLINIC PROVIDERS



19
STATES AND
PUERTO RICO

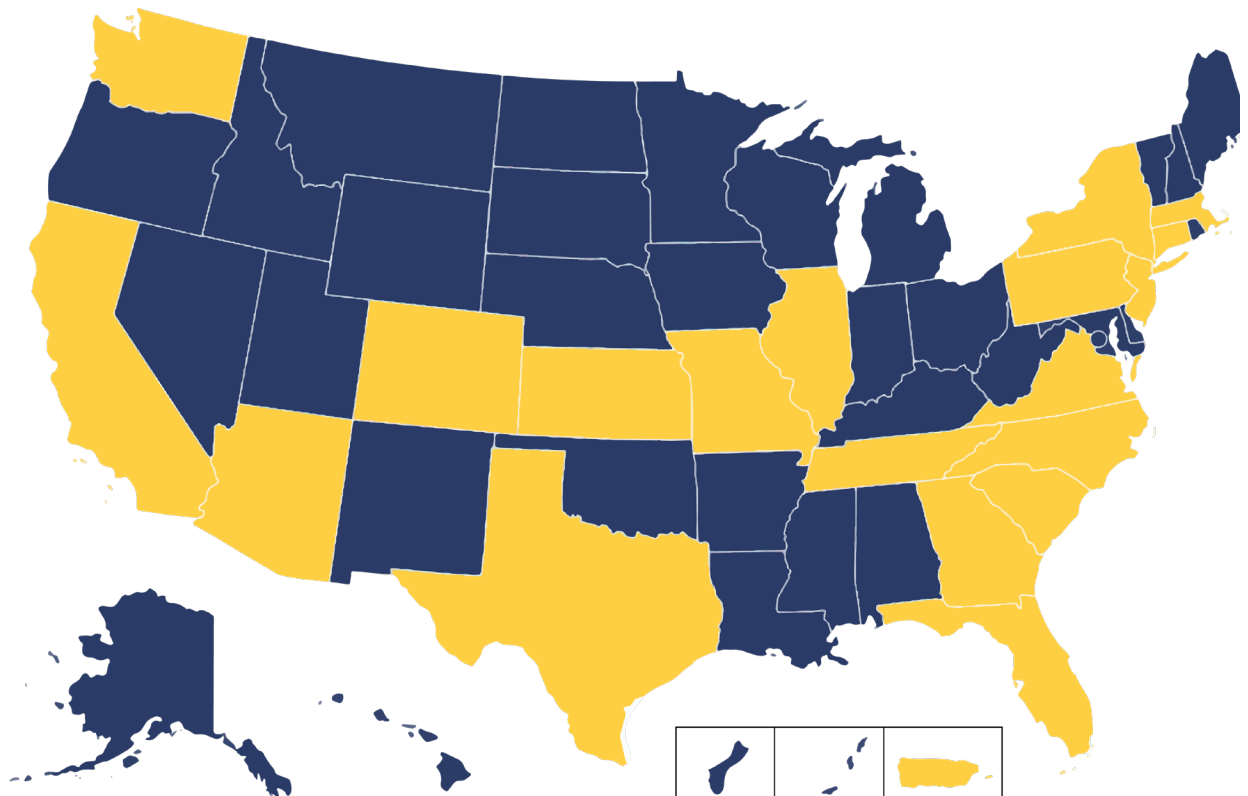


78
CLINIC OPERATORS



260
CLINIC SITES

Figures as of 7-1-2022



- Home to existing MAVEN Project partner clinics
- Opportunities for new partnerships with FQHCs and Free and Charitable Clinics



2021 NATIONWIDE IMPACT

MAVEN Project experienced tremendous growth in 2021, doubling the number of clinic partner sites over 2020. As a result, we set new utilization records across every service line.

4,887
MEDICAL CONSULTS

43%
INCREASE
OVER 2020


534 hrs
MENTORING
(2020: 413 hrs)


4,459
WEBINAR ATTENDEES
(2020: 4,249 attendees)



73% of consults eliminated need for referral, saving patients long wait times, travel and costs*



4.8/5-star provider satisfaction rating*



97% of consults result in education applicable to other patients*

(*Based on post-consult surveys completed in 2021)

Responding to the needs of our clinic partners, MAVEN Project rescoped and expanded our educational programs and offerings. As part of this effort, we targeted 100 Continuing Medical Education (CME) offerings in 2021 and met that goal, in addition to 33 non-CME sessions.

New Provider-Directed, Topical Education Sessions in 2021

- Customized and on request
- Disease focused: Both live and on-demand
- Comprehensive: Covering medical science and humanism
- Topical: Weekly, accurate COVID-19 webinars
- Accredited: 100 Continuing Medical Education offerings in 2021
- Viewable: For future use on the MAVEN Project YouTube channel



FEEDBACK FROM FRONTLINE PHYSICIANS, PHYSICIAN ASSISTANTS, AND NURSE PRACTITIONERS



“As a family primary care provider at a community health clinic I have consulted with MAVEN Project hematologists for abnormal labs, dermatologists for abnormal skin lesions and rashes, and cardiologists for abnormal ECGs, as well as many other specialists electronically, making care efficient, robust, and cost-effective.”

“An invaluable resource for me and my patients who don’t have access to outside specialists.”

“Timeliness of access has been instrumental for positive patient outcomes and well-rounded education of new providers.”

“I boost my own understanding of certain disease processes and provide appropriate workup and treatment in the primary care setting.”

“MAVEN Project physician volunteers have become integral members of our care team.”

“The MAVEN Project volunteer confirmed details hard to find directly without voluminous reading where I didn’t have the comfort of having seen a volume of similar cases.”

“As a clinician within my first 4 years of practice, access to MAVEN Project has significantly improved my confidence in clinical decision-making. With these consultations, I boost my own understanding of certain disease-processes as well as provide appropriate workup and treatment in the primary care setting.”



PARTNER SPOTLIGHTS

EL RIO HEALTH- Tucson, AZ

The first El Rio neighborhood health center opened in Tucson, Arizona in 1970 with a small staff of health professionals. Today, the multi-site federally qualified health center employs over 300 health care providers and serves more than 125,000 patients annually, which represents about 1 in 10 people in the southwestern city.

El Rio Health's mission is to improve the health of the community through comprehensive, accessible, affordable, quality, and compassionate care. MAVEN Project is part of that equation.

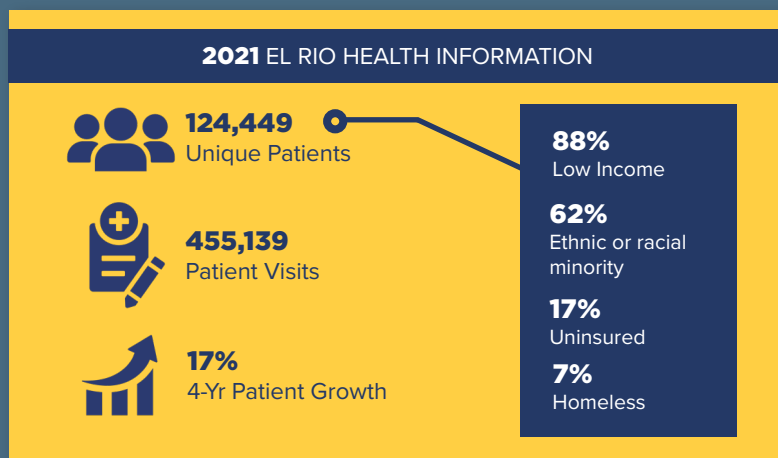
In 2021, El Rio Health providers requested 213 e-consults, including video consults, with MAVEN Project's expert physician volunteers. Hematology, Endocrinology, Rheumatology, Dermatology, and Nephrology are the specialties most often

solicited. Providers also take advantage of 1:1 mentoring opportunities and medical education webinars.

Danielle Potter, a certified family nurse practitioner, is the director of El Rio Health's Advanced Practice Registered Nurse Residency Program. She feels MAVEN Project has proven to be an excellent resource to the residency.

"While program participants are required to monthly, most are utilizing MAVEN Project more than once a month and all are extremely happy with the results. The awesome thing is the knowledge is shared among the group so one consult teaches nine providers."

MAVEN Project looks forward to continuing this important partnership.





GOOD NEWS CLINICS- Gainesville, GA

Good News Clinics, the largest free medical clinic in the state of Georgia, sees 11,000 unique patients a year, most earning \$1691 or less each month. While the local chicken industry offers jobs, few pay well enough to lift individuals and families out of poverty. Many are experiencing homelessness or living in shelters; and because of the rural setting, lack public transportation.

As a free clinic, Good News Clinics is solely supported by private donors, grants, and a local hospital foundation, and clinic funds must pay for any outside specialist referrals. According to Michael Mantosh, the clinic's Director of Operations, utilizing MAVEN Project's physician volunteers for specialty consults helps avoid referrals and saves donor dollars for the clinic's core functions.

The nurse practitioners and physician assistants gain confidence and develop relationships with volunteers that are impossible to achieve from random, out-of-clinic referrals. Melody Tanner, a Family Nurse Practitioner and Clinical Coordinator, notes that MAVEN Project provides needed support for advanced practice clinicians like herself who are less experienced with higher acuity and complex patients. "MAVEN Project helps me to be sure I can provide appropriate care in areas that I lack expertise. Access to past and current continuing education sessions is a great learning tool."

MAVEN Project is proud to partner with Michael, Melody, and the rest of the team at Good News Clinics to support the health care needs of its diverse and vulnerable patient population.

GOOD NEWS CLINIC INFORMATION



11,000

Patients Per Year



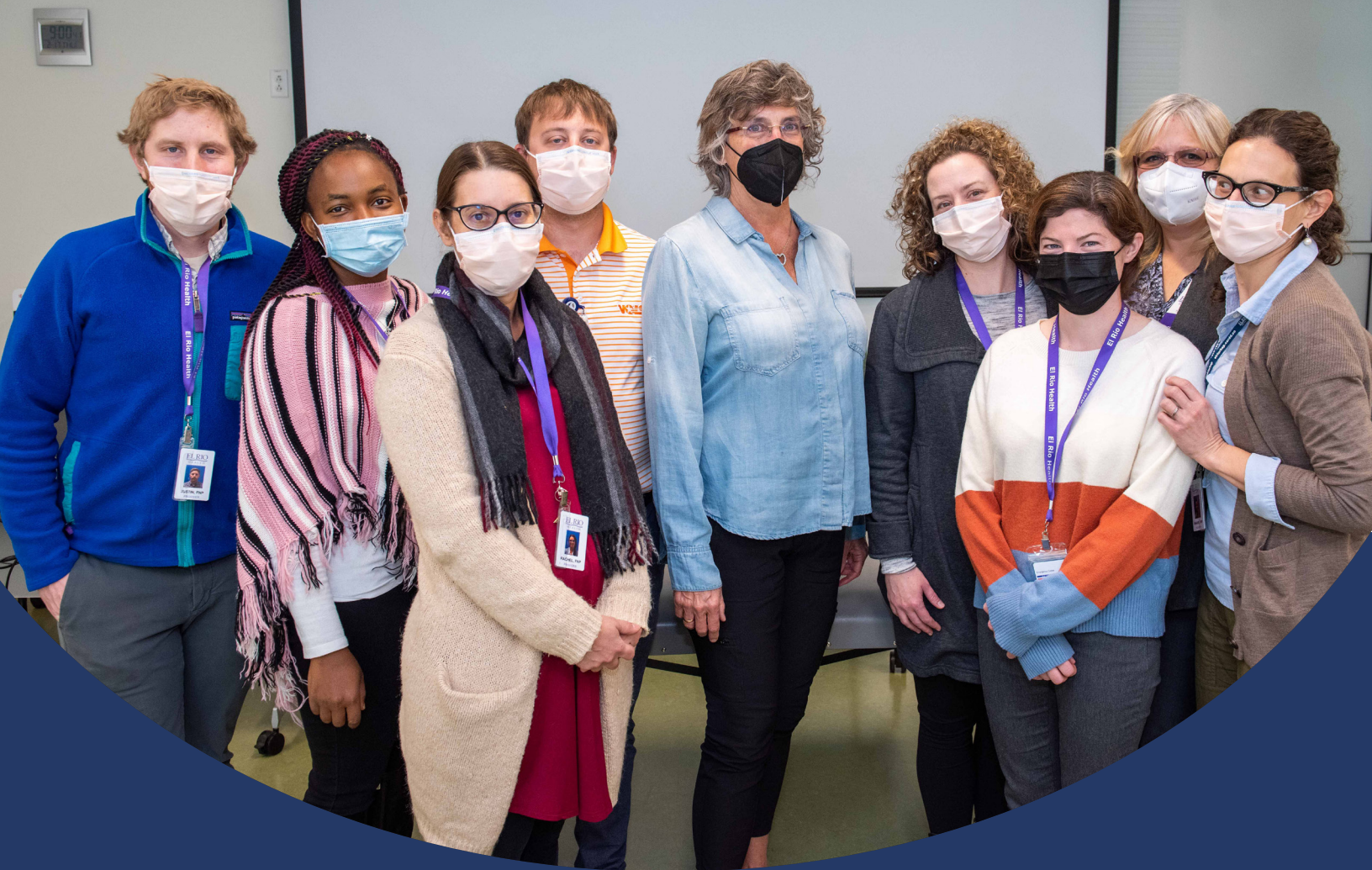
52%

Spanish-speaking



\$1,961

Average Monthly Income



MAVEN PROJECT'S EXPERT PHYSICIAN VOLUNTEERS - A STEP ABOVE THE REST

MAVEN Project's physician volunteers are foundational to our work and a key differentiator among telehealth organizations. Founded at Harvard, expert physician volunteers hail from the most prestigious medical schools and institutions in the country, including Yale, Stanford, UCLA, Duke, Cornell, Kaiser, and Mass General Brigham. Currently 162 strong and growing, our credentialed, world-class volunteers draw upon decades of clinical experience and earned wisdom to help augment the cultural competency and basic knowledge of the frontline care providers.

Volunteers counsel these professionals on subjects such as cultural impact on diagnosis and treatment, and quality, low-cost approaches to care, including choosing cost-effective medications. The practical tips, resources, and applications make already good primary care providers great. Working across 60 disciplines – from cardiology to endocrinology to behavioral health – our volunteers offer trusted counsel and 1:1 support to workplace challenges. The result: best in class care for patients least able to access it.

Pictured above: MAVEN Project physician volunteer Dr. Merri Pendergrass presented on Common Endocrine Disorders to our friends at El Rio - FNP Residency Program in Tucson, Arizona.

THE “GOLD” STANDARD



MAVEN Project’s proactive COVID-19 response started in February 2020, weeks before the pandemic’s breadth was realized. Volunteer infectious disease specialist Dr. Debbie Gold began hosting

weekly webinars providing accurate, urgent COVID-19 updates and data analysis for clinic partners, volunteers, and staff, culminating in her 87th and final

session on March 22, 2022. Joined by pulmonologists, critical care specialists, gynecologists, and psychiatrists, webinars armed frontline clinicians with actionable information, supplemented by psychiatrist-led sessions addressing burnout and COVID-related stress. Exemplary of our high-quality volunteers, Dr. Gold served as chief epidemiologist and infectious diseases specialist at Kaiser, San Francisco, retiring in March 2018 after 30 years. During her storied career, she taught medical residents and regularly presented grand rounds on emerging infectious diseases, including Ebola, Zika, pandemic influenza, and SARS, and others. We thank Dr Gold and her colleagues for their exceptional contribution.

2021 VOLUNTEER AWARD WINNERS

In April 2021, we celebrated National Volunteer Week by announcing the winners of the **Second Annual Laurie Green, MD Volunteer Awards**. Named in honor of MAVEN Project’s founder and board chair, Dr. Laurie Green, these awards are presented to volunteers who go above and beyond in support of our mission.



Craig Sadur, MD

Laurie Green, MD
Physician Volunteer of the Year

In recognition of his significant contributions across the organization.



Sushma Reddy, MD

Laurie Green, MD
Educator Award

In recognition of her significant contributions to educating the next generation of providers.



Ann Ortmeier, MD

Deborah Gold, MD
Champion Award

In recognition of her incredible efforts supporting providers.



Jeanne Reisman, MD

Laurie Green, MD
Mentor Award

In recognition of her significant contributions to mentoring the next generation of providers.

FUNDER SPOTLIGHTS

DIRECT RELIEF



humanitarian aid organization active in all 50 states and more than 80 countries, with a mission to improve the health and lives of people affected by poverty or emergencies – without regard to politics, religion, or ability to pay. Direct Relief’s medical assistance programs equip health professionals working in resource-poor communities to meet the challenges of diagnosing,

MAVEN Project is proud and grateful to receive funding support from Direct Relief, a

treating, and caring for their patients.

Thanks to Direct Relief’s generous support, MAVEN Project was able to expand access to specialty care to eight community health center partners, fund new educational programs (including the Vaseline Healing Project Skin of Color Series, Vaseline Healing Project Dermatology Series, and Direct Relief Primary Care Education Series), and modify educational offerings to respond to specific clinic needs. Their full network of clinic providers had access to Dr. Debbie Gold’s COVID-19 educational webinars.

RICHARD MERKIN

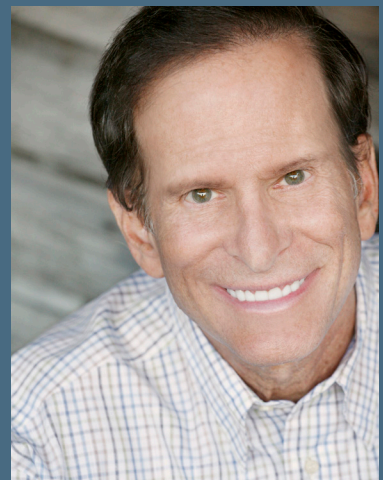
The late Steve Jobs famously said, “The people who are crazy enough to think they can change the world are the ones who do.” MAVEN Project donor Dick Merkin agrees with the sentiment and has made a point of supporting “crazy ideas today which may be breakthroughs tomorrow.”

“People who change the world don’t sit down and say, ‘Ok, I’m going to change the world,’” he says. “They have a vision, and they stick to it even when others say it can’t be done. As a by-product of vision and focus the world is changed.”

When Dick heard MAVEN Project founder Dr. Laurie Green speak of her plans and goals for the organization, he saw such a visionary. “Laurie sees more and farther than others see. She sees things before others do.” As an example of this, he speaks of Laurie’s idea to

leverage telehealth technology for medical consults long before the practice was mainstream.

Dick found that he and Laurie shared similar interests and objectives in health care. Namely, accessible, affordable, and quality health care for as many Americans as possible. “Irrespective of their financial circumstances, individuals should have access to the same quality of health care, and that access creates a ripple effect on community wellbeing,” he says.



Dick also felt that tapping into volunteer physicians was a brilliant idea. He compares MAVEN Project to an excellent small liberal arts school

saying, “MAVEN Project is a hidden jewel in our health care universe. We just need more people to be aware of it and support it.”

INGRID VON MANGOLDT-HILLS



Ingrid Hills is insightful, pragmatic, and passionate about serving the extremely poor, especially children and people experiencing homelessness. Born and raised in

Germany after the war, Ingrid’s family was incredibly poor. “The whole population was poor, so my family wasn’t an exception, but it gave me an awareness of what it means to be poor,” she says.

Ingrid also experienced the kindness of strangers, remembering when someone saw she was hungry and gave her a banana. “I had never seen one before and bit into it not knowing I had to peel it,” she laughs. “Sometimes people are so deprived of things others take for granted.”

Health care is one of those things. Ingrid understands that medical care varies greatly based on income and where you live. “As a society, we have

an obligation to take care of those who medically can’t take care of themselves,” she says.

When Ingrid’s long-time physician Dr. Laurie Green started talking about MAVEN Project years ago, it piqued Ingrid’s interest and she realized she was in a position to help. Ingrid, like many others, saw in MAVEN Project’s founder a highly intelligent, pro-active individual.

One of the most appealing aspects of MAVEN Project was recruiting retired physicians to volunteer, calling it an “extraordinarily valuable and practical idea”. Ingrid recognizes that offering retirees the opportunity to use their years of knowledge and skills adds value to the volunteers’ lives as well.

Ingrid is excited to see how MAVEN Project grows and expands over time and she encourages others to contribute to diverse causes to leave the world “a little bit of a better place”. “It can feel futile because the problems are so massive, but we can’t get defeated,” she says. Even a micro-impact in a certain area is important... to those lives it makes a huge difference.”

LOOKING AHEAD

When I joined MAVEN Project as Chief Executive Officer in June 2021, I knew the organization had an inspiring and important mission, a talented staff, the highest-caliber volunteer physicians, and an innovative product. I also knew the need for MAVEN Project's services is great and the opportunity for growth is exponential.

But decades of experience have taught me that unmanaged growth can be a threat to any organization. Therefore, MAVEN Project's thoughtfully crafted three-year plan was developed to ensure that when we meet our ambitious growth goals, our staff, programs, and delivery model are at their best.

With plans to add over 300 clinic sites by the end of 2024, the reach of MAVEN Project's innovative health care support model will be triple what it was a year ago. But our goal is much more than just growth. We seek to provide safety net clinics with a true partner – one that will be there when they need us to help them serve their patients.

To best serve current and future clinic partners and strengthen our value proposition, we seek to ensure our programs and delivery systems fit seamlessly into existing safety net clinic workflows. We want to build customer-centric programs and predictable, reliable, comprehensive, and easy-to-use systems.

In the year ahead, we'll be looking to:

1. Learn more about our "customers" and their needs from their perspective and build and curate explicit customer experiences to meet those needs.
2. Design and develop an enhanced technology platform that integrates seamlessly with the systems and processes of our partner clinics.
3. Provide our expert physician volunteers with the right tools to meet the needs of frontline providers and to support volunteer satisfaction and retention.
4. Develop a financial sustainability model that relies on a mix of generous individual donors, foundations, and corporate support.



Dave Segal

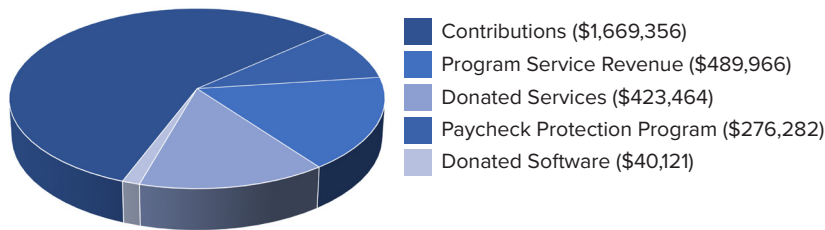
Chief Executive Officer

We believe that creating a more efficient experience for clinic providers and our expert physician volunteers will save time, increase service utilization, and further strengthen satisfaction rates among both providers and volunteers. And, most importantly, these improvements will ultimately foster better health outcomes for some of our nation's most vulnerable and underserved populations.

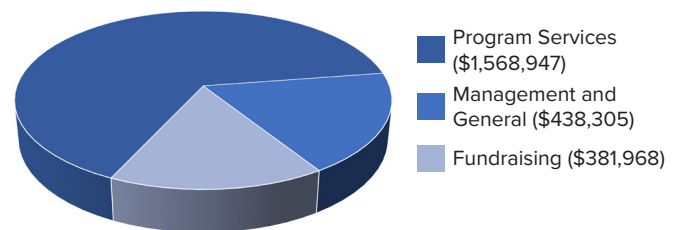
I look forward to keeping you informed of our progress as we tackle these exciting opportunities.

2021 FINANCIALS

REVENUE



EXPENSES



STATEMENT OF FINANCIAL POSITION

December 31, 2021

ASSETS	2020	2021
CURRENT ASSETS		
Cash	\$ 2,683,918	\$ 1,900,541
Unconditional promises to give	99,975	320,900
Accounts receivable	46,793	73,713
Prepaid expenses	21,844	22,456
Investments	-	9,100
Equipment, net	17,199	14,632
Website, net	28,772	-
Clinical provider portal in progress	16,000	-
Total Current Assets	\$ 2,914,501	\$ 2,341,342

LIABILITIES AND NET ASSETS

LIABILITIES		
Accounts payable	\$ 33,385	\$ 28,089
Accrued payroll	125,636	116,335
Deferred revenue	81,535	29,313
Total Liabilities	\$ 240,556	\$ 173,737

NET ASSETS

Without donor restrictions	\$ 2,434,178	\$ 1,764,864
With donor restrictions	239,767	402,741
Total Net Assets	\$ 2,673,945	\$ 2,167,605

Total liabilities and net assets	\$ 2,914,501	\$ 2,341,342
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STATEMENT OF ACTIVITIES

December 31, 2021

REVENUES	WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
Contributions	\$ 1,549,030	\$ 120,326	\$ 1,669,356
Paycheck Protection Program	276,282	-	276,282
Program service revenue	489,966	-	489,966
Donated services	423,464	-	423,464
Donated software	40,121	-	40,121
Investment return, net	(3,629)	-	(3,629)
Net assets released from restrictions			
Satisfaction of purpose restrictions	193,050	(193,050)	-
Expiration of time restrictions	90,250	(90,250)	-
Total revenues	3,058,534	(162,974)	2,895,560

EXPENSES

Program services	1,568,947	-	1,568,947
Management and general	438,305	-	438,305
Fundraising	381,968	-	381,968
Total expenses	2,389,220	-	2,389,220

Change in net assets	669,314	(162,974)	506,340
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Net assets at the beginning of the year	1,764,864	402,741	2,167,605
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Net assets at the end of year	\$ 2,434,178	\$ 239,767	\$ 2,673,945
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MAVEN Project Board of Directors

Laurie Green, MD

MAVEN Project Founder, Chair of the Board
Managing Partner, Pacific Women's
Obstetrics & Gynecology Medical Group

Chase Behringer

Founder, Silicon Valley Social Value

Grant Chamberlain

Managing Director, Ziegler Healthcare
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Former CMO, Delta Airlines

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Muriel Nouwezem

CEO, Saban Community Clinic

David Segal

CEO, MAVEN Project

MAVEN Project Staff

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Corrin M. Colesar Executive Assistant

Ryan DePalma Data Systems Associate

Jill Einstein, MD Senior Director of Physician Engagement

Jennifer Garver Chief Financial Officer & Compliance Officer

Melissa Lempke Director, Marketing & Communications

Jonathan Lewis IT & Data Systems Director

Linaise Lima Physician Engagement Associate

Erin McGrath Clinic Partnership Manager

Meredith Schanda Senior Director of Clinical Operations

Timi Schrumpf Director of Telehealth Partnerships

Shirley Severe-Telon Application Survey Associate

Ashley Smith Development Manager

Pamela Spears Senior Director of Development

Kristin Talbot Program Coordinator

SUPPORT FOR MAVEN PROJECT



Our generous donors play an important role in sustaining the programs and services offered by MAVEN Project. We thank all the individuals, corporations, foundations and organizations who support our mission and invest in healthy communities nationwide. You can help MAVEN Project bring more vital resources to our partner clinics and the under-resourced and marginalized communities they serve.

MAVEN Project also gratefully accepts gifts of stock and gifts made in wills and trusts or beneficiary designations of retirement plans or insurance policies.

To learn more, please contact Pamela Spears,
Senior Director of Development,
at (617) 641-9743 ext. 715,
pspears@MAVENProject.org or
donations@MAVENProject.org

MAVEN Project is a 501 c3 charitable organization and donations are deductible to the fullest extent allowed by law. Tax ID: 46-5370676.



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San Francisco, California
94120-7378



**MAVEN
PROJECT**