

# Let's Face It Together

Rebuilding Lives—Face First.

# The Need

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Experiencing facial trauma that results in disfigurement can have just as much of a psychological impact as a physical one.

Anxiety, depression and social withdrawal can result. Employment is often jeopardized.



# The Need

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Our healthcare system often falls short in providing the necessary care to help restore a patient's appearance.

A wide gap exists, and *Let's Face It Together* is dedicated to trying to fill it—now.



# The Let's Face It Together Mission



- As a 501(c)(3) non-profit, LFIT is committed to helping those with significant facial disfigurement and dysfunction resulting from cancer, autoimmune disease, spousal abuse, accidents and other tragedies.
- We help patients become whole so they can regain their self esteem and return to being productive members of our community.
- LFIT offers the under-insured:
  - Medical and surgical care to fill in the gaps
  - Guidance to take advantage of what's available through our healthcare system

# The Military Motivation

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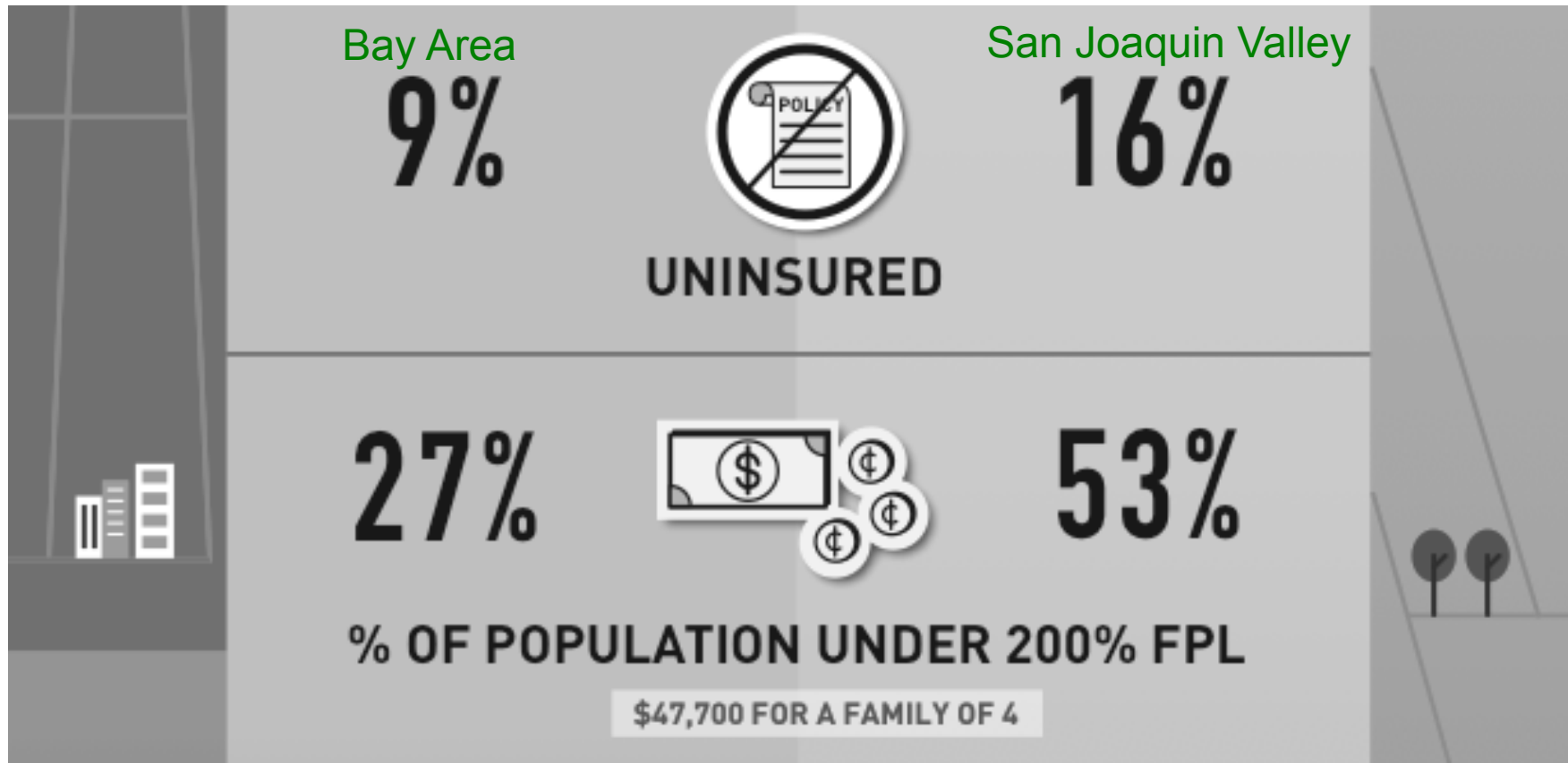
*“We made soldiers and their families whole.”*

Working as a team, we provided all reconstructive care for soldiers from the Iraq and Afghanistan wars and helped to support the emotional needs of the soldier and their loved ones.

Let's apply this compassion to the civilian communities here in the Central Valley.

# Bay Area vs. San Joaquin Valley

## Higher proportion of working poor



# Our Population is Underserved



## Greater Bay Area

*Practiced: 2004–2011*

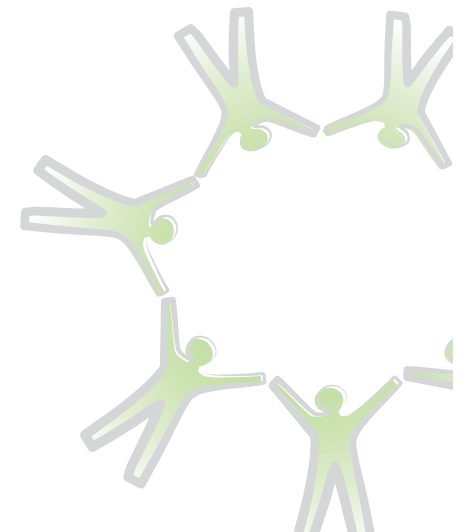
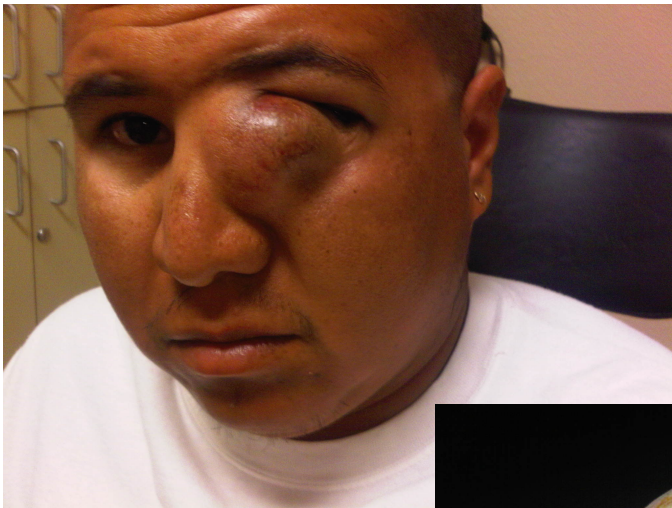
## San Joaquin Valley

*Started practice: 2011*

Primary Care Physicians (per 100K)	
86	48
Specialists	
175	80



**So much need.  
So few specialists.**





# The Insurance Landscape

## Healthcare and the Affordable Care Act

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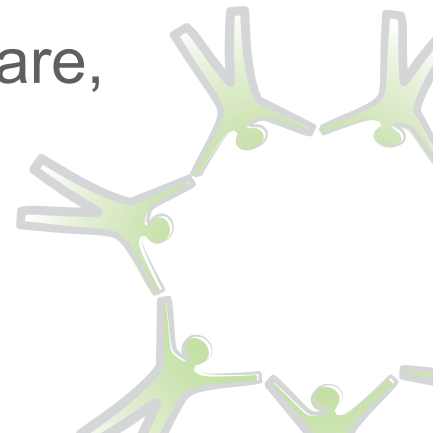


### Before:

- JOB = healthcare for you and your family
- JOB <30 hours a week = no coverage
- If you're laid off, you're eligible for COBRA
  - Very expensive
  - Excludes many services, such as facial reconstruction

### After:

- *Covered California* provides for catastrophic care, not reconstructive care
- Deductibles and copays increase



# LFIT Helps those for whom “Nothing more can be done.”



# Donating Time, Skill and Money

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- Donations to LFIT are used to pay for:
  - Medicines
  - Medical and surgical supplies and
  - Prostheses
- All healthcare professionals volunteer their time and expertise.



# Sources of LFIT Funding

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- Grants from corporations
- Donations of time, money or supplies
- A “Robinhood” approach with proceeds from cosmetic services
- Annual Spring Renewal Event: ***Vegas Evening Under the Stars!***



# LFIT Board Members 2016 - 2017



**Kimberly Cockerham, MD, FACS**  
**Founder**

**Anne Rowland, MD**  
**Co-Founder**

## **Fundraising & Event Committee**

- Traci Young
- Gigi Sievers
- Venus Esparaza-Zavala
- Barbara Ruiloba
- Jill Faso
- Debra Ellison
- Usi Abugo, MD
- Sarah Kim, MD
- Jason Sage

## **Director/Financial Advisor**

- Barbara Bissell-Howell, MBA

## **Directors/Veterans Outreach**

- Catherine Glynn-Milley, CRNO
- Glenn Cockerham, MD

## **Directors/Creative Team**

- Kathy King
- Jennifer McClenon



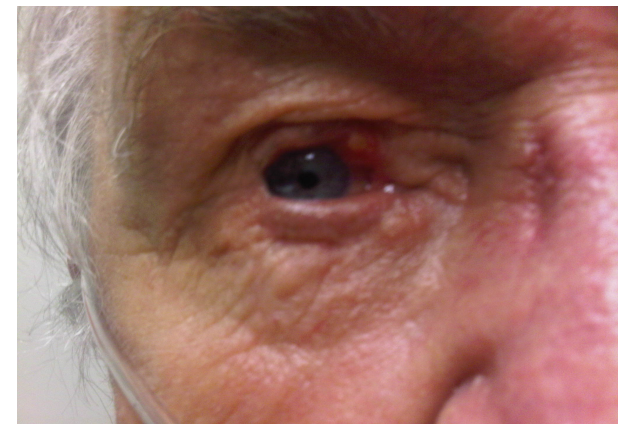
# LFIT Partners

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- Valley Laser & Surgery Center, Stockton
- Pacific Compounding Pharmacy, Stockton
- Doctor's Hospital, Manteca
- New Body MD, Stockton
- Hair Restoration Centers, Stockton and Modesto
- **Affiliate Spas and Salons**
- Uneka, Lodi
- Allure, Tracy
- Smooth, Santa Cruz

# Thank You for Your Referrals !



# Meet Yaya



- After suffering a vicious dog attack in which she lost her vision, this brave 12-year-old girl was left with significant scars and facial disfigurement.
- The major academic medical center that treated her said that **nothing further could be done**. Through LFIT, she received the surgeries and procedures needed to regain a normal appearance.

