

NOSORH Update

Region C Meeting

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Thanks to leaders in the Region B

Mark Schoenbaum (MN), Past-President  
John Eich, (WI), Regional Representative  
Heather Reed (OH), Regional Representative, HIT  
Committee Co-Chair  
John Barnas (MI), President-Elect formerly Treasurer

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Mission, Board, Goals, Focus

*NOSORH promotes the capacity of State Offices of Rural Health to improve health care in rural America through leadership development, advocacy, education, and partnerships.*

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ORHP Cooperative Agreement – 2 Goals

**ASSIST ORHP IN THE DEVELOPMENT OF STATE LEVEL LEADERSHIP**

**FACILITATE PARTNERSHIPS AND COLLABORATION AT THE NATIONAL AND STATE LEVELS**

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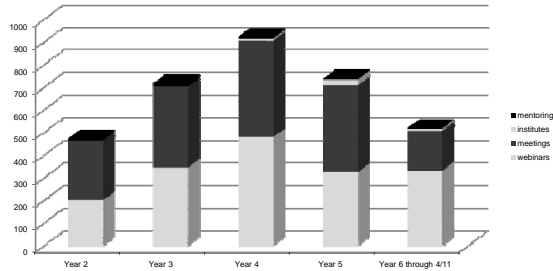
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Promote Leadership through educational exchange



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NOSORH Educational Exchange

- For SORHs by SORHs and their partners
- Annual meeting September 7-8
- Grant Writing Institute
- Leadership Institute
- Monthly webinars – recorded & posted for your use “on demand”
- Travel scholarships for individualized mentoring and learning from another state
- Rural health clinic project to build capacity of SORH

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Promoting partnerships

- Build partnerships to support SORH
- Focus on VHA, ASHTO, NGA, NCSL, NCHN, NACO
- Special initiatives
  - NORC – evaluation of outreach projects
  - NRHA – support of rural training tracks
- Partner projects
  - Rural psychology training models – Virginia ORH/SRHA
  - Rural and frontier oral health – Alaska/NCFC
  - Addressing rural general surgery – Maine/Rocky Coast/NRHA

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Focus: High Priority Activities

- Supporting SORHs – new and “struggling”
- Promoting promising practices of SORHs
- Performance measures for SORHs
- Policy and program monitoring
- Promote “Power of Rural”
- Build the capacity of NOSORH to provide TA to SORHs
- Build community leadership & connections to SORHs

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Support new & struggling SORH

- How to support “struggling” SORH?
- 23 states expect or experienced layoffs or furloughs
  - 36 are travel restricted
  - 10 states are contracting restricted
  - 20 states have carry forward funds >\$10,000

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What is best work we can do for struggling SORHs?

- Pinching pennies
- Building partners' roles to support SORHs
- Sustainability strategy
- Expecting the unexpected
- NOSORH outreach to governors, state health directors, state legislators, partners and state rural health associations

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Promoting Promising Practices Action Step:

Challenge: *Name a SORH who does good work on...*

Promising Practices –

- Grantsmanship and funding
- Marketing and communications
- Networking and bridge building
- Policy development
- Staff leadership and development
- Strategic planning

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Performance Measures - Action step for SORHs

- Enroll
- Appoint a key contact
- Training
- Understand the measures
- Begin utilizing the tool
- Tell us what you think!

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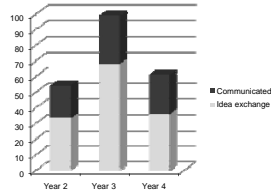
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### Policy and Program Monitoring Team

#### Experiment – trends

- People with expertise are "retiring"
- Increasing number of increasingly technical issues – SIFT
- Uncertainty about if/how to respond
- Increasing pressure on members time (guilt)
- Satisfaction with committee work




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### Policy and program monitoring (PPMT)

#### Advocacy - direct and indirect

- Reauthorization of SORH
- Appropriations of all rural programs
- Your voice MUST be heard!

#### Education – for SORH & other policy leaders

- Comments on regulations – ACO, FCC upcoming Health Insurance Exchange
- Webinars

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### PPMT Learning Communities:

- *Meets as convened by the Core Committee Leaders*
- "Large" informal group interested in receiving subject specific information. Made up of 2010 committee members and interested others.
- Learning shared through email and occasional conference calls and webinars
- Ideas?

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PPMT - Action step for SORH

- Join learning communities (beginning September 1)
- Utilize the draft comments – ACO, FCC, watch for information on Health Insurance Exchange
- Participate in information sessions and webinars
- Volunteer to serve as a Core Committee member

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Promote the “Power of Rural”

*Rural communities are wonderful places to live and work*

*Surprising things are happening in Rural America*

*Being a rural healthcare provider offers tremendous opportunities*

*Health care in rural America is unique*




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National Rural Health Day



- First **National Rural Health Day** scheduled for November 17, 2011
- Webinar August 22<sup>nd</sup> 3 PM
- Hope to make it an annual celebration (perhaps the third Thursday of November each year)




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Action step for your SORH:

- Share the news – tell partners, media contacts, etc.
- Share success stories of community work
- Seek gubernatorial/legislative proclamations
- Put National Rural Health Day logo on your website
- Celebrate on November 17<sup>th</sup> (could be as simple as answering the phone by saying “Happy National Rural Health Day”)
- More information to be shared throughout the summer

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Build community leadership & connections to SORHs

**Activities:**

- Utilize the Denny Berens Community Leaders Fund to identify new strategies for building community leadership
- Focus group
- Plan for the meaningful engagement of diverse leaders

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Action step for SORHs

- Consider the value of engaging community leaders
- Nominate a potential leader for training with NOSORH
- Support NOSORH's outreach efforts to community-based leaders and encourage community-based solutions to health care issues

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### Supporting SORHs – beyond education

- Miscellaneous services – survey monkey, webinar service, newsletter, listserves, website, grant writing workshops etc...
- SORH profile survey – profiles
- Other committees
  - Policy
  - Joint Committee on Rural Emergency Care
  - Educational Exchange

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### Stop the insanity!



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### Where are we going?

- Give more back
  - Role model ideas
  - Inspiration for states offices to "steal" (i.e., newsletter "steal" sheet)
  - Meaningful thanks for participation & contribution
- Reduce the clutter
  - Website: improve appearance and organization
  - Quarterly newsletters and weekly (bi-weekly?) "updates"
  - Simplify registration, membership database and credit card capacity
- Increase the value of NOSORH resources
  - Meaningful (something SORHs care about)
  - Help SORH perform their jobs better
  - Interesting
  - Fun

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THANKS  
FOR  
EVERYTHING  
YOU  
DO!

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