

Focus: High Priority Areas

- Supporting SORH – new and “struggling”
- Promoting promising practices of SORH
- Performance measures for SORH
- Ready Response Team
- Promote “Power of Rural”
- Technical assistance umbrella
- Diversification of funding sources

Address needs of new and ‘struggling’ SORH directors

- **Need:** Turnover in SORH, budget challenges and other issues
- **Focus:** Improve SORH leadership, development of a recipe for success
- **Activities:**
 - Maintain contact with states without SORH Director
 - Offer temporary assistance – education
 - Develop a resource kit
 - Define key elements of successful SORH-promising practices
 - Offer/utilize educational exchange program

Promoting Promising Practices

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

Promoting Promising Practices

- **Need:** Improve coordination/sharing of best practices; ability to track/report what SORHs have implemented a project/program from another state.
- **Focus:** Improve identification of & dissemination promising practices including webinars or regional meeting updates.
- **Activities:**
 - Review and catalog website resources to better highlight promising practices
 - Identify mechanism and track/report use or replication of promising practices including website hits
 - Prioritize areas of promising practices to feature on website

Performance Measures Project

- **Need:** little documentation or data on the collective impact of SORH program and few resources and tools
- **Focus:** SORHS have tool to benchmark impact
- **Activities:**
 - Build on 2009 Pilot results
 - Identify needs of SORH
 - Review models for Performance Measures
 - Solicit proposals for an easy to use, non-duplicative web based tool

Performance Measures Project

- Survey of SORH needs for PM tool – 26 responses
 - What tool used - EXCEL -46% None – 27%
- Measure which programs:
 - SORH 96.2%
 - SHIP 57.7%
 - Flex 73.1%
 - PCO 53.8%

Ready Response Team

- **Need:** SORH need a reliable source of information to understand program and policy changes at the national level and its potential impact at the state.
- **Focus:** Improve the capacity of SORH to respond prepared, eligible, ready to seize the opportunity
- **Activities:**
 - Deploy a focused group of SORH experts to scan for changes and translate for SORH
 - Educate SORHs on legislative and rule changes via webinars, conferences, etc
 - Health reform focus: Accountable Care Organizations, Pay for Performance, Bundle payment

Power of Rural

- Need:** Increased national awareness of the of rural America
- Focus:** Rural is included in policy decisions, SORH are named in legislation and funding opportunities
- Activities:**
- Identify messages and partners for rural America
 - Promote a rural health day across the nation with and for SORH

Technical Assistance Umbrella

- Need:** Coordination and enhancement of TA activities for SORH.
- Focus:** Identify needs and resources for SORH to build thriving SORH programs.
- Activities:**
- Start simple grant writing- management, conference planning, communication, policy, information management, evaluation
 - Engage ORHP and SORH in assessment and resource building
 - Tap into expertise of SORH and new SORH alumni to build the TA capacity of the organization and respond to SORH needs

Funding Diversification

Need: a more robust internal infrastructure for NOSORH to serve SORH.

Focus: identify strategies to promote additional sources of revenue in addition to membership dues.

Activities:

- o Strategize with sponsors on meaningful partnerships and programs with SORH
- o Engage associate members
- o Identify funders with interest in non-profit capacity building

Supporting SORH – miscellaneous projects

- Grant Writing Institute
- Leadership Institute – community leaders opportunity
- SORH profile survey – profiles
- Rural psychology training models
- Rural and frontier oral health
- Addressing rural general surgery

**Projects:
Rural Health Clinic Project**

- Advisory group
- Modules
- Surveys of RHCs and SORHs

Projects:
Rural Health Clinic Project

Survey of SORH – 34 responses

- 87% contact list of all RHC
- 45% routinely provide TA to RHC – website or newsletter

Type of TA	Routinely	Planning
• site visits	9	7
• Conferences, workshops etc	5	8
• TA calls	4	7
• provide a RHC toolkit	8	9
• Site visit	9	7

Rural Health Clinics Survey

- 451 responses
 - 58% provider based
 - 92% in business > 2 years
 - 42% of respondents Office Managers
- “Need a lot of assistance”
 - Cost report – sliding fee scale
 - Strategic planning
 - Recruitment
 - HIT
 - Developing grants

Daily activities to support SORH

- Educational exchange
- Webinars
- Mentoring
- Committees
 - Workforce
 - Policy
 - Flex
 - HIT
 - JREC
