

# ORHP Update Region D Annual Meeting

May 24, 2011

Steve Hirsch and Aaron Fischbach  
Public Health Analysts  
Health Resources and Services Administration  
Department of Health and Human Services



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## HHS Update

- Protecting and enhancing the Nation's Health and Well Being
- A Key Focus in 2011: Implementation of the Affordable Care Act



HHS Headquarters



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## HRSA: Key Focus Areas

- Primary Care Access
- Workforce Training, Recruitment and Retention
- Serving Those with HIV/AIDS
- Maternal and Child Health Block Grant
- 340B Discount Drug Program
- Organ Donation



HRSA Administrator Mary Wakefield



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## Office of Rural Health Policy

- “Voice for Rural” within HHS
- Rural-Focused Review of HHS Regulations
- Research and Policy Development
- Rural-Specific Grant Programs
- Technical Assistance




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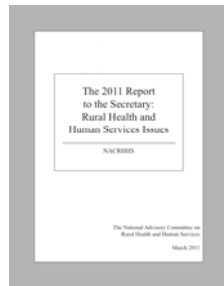
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## National Advisory Committee on Rural Health & Human Services

- Advises the Secretary of HHS on Rural Issues
- 2011 Report Available
- Now Focusing on Rural Impact of Key Affordable Care Act Provisions

<http://ruralcommittee.hrsa.gov>




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## 2012 President's Budget

Office of Rural Health Policy (FY12)	
Rural Health Policy Development	\$10 million
Rural Health Outreach	\$57 million
Rural Hospital Flexibility	\$26 million
State Offices of Rural Health	\$10 million
Telehealth	\$12 million
Radiogenic Diseases	\$2 million
Black Lung	\$7 million




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## Rural Initiative




**DEPARTMENT  
of HEALTH  
and HUMAN  
SERVICES**

Fiscal Year  
**2012**

Health Resources and  
Services Administration

*Justification of  
Estimates for  
Appropriations Committees*

“Within the total amount requested for Rural Health activities, the Budget includes \$79 million to continue the President’s initiative to improve rural health. The goal of this initiative is to improve the access to and quality of health care in rural areas.”



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## The Improving Rural Health Initiative: Key Elements

• Building a Programmatic “Evidence Base”	<input checked="" type="checkbox"/>
• Health Workforce Recruitment and Retention	<input checked="" type="checkbox"/>
• Telehealth/HIT Coordination	<input checked="" type="checkbox"/>
• Cross Governmental Collaboration	<input checked="" type="checkbox"/>



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## Building a Rural Evidence Base

Tapping into the Rural Programs ...



- Community-Based Programs
- Hospital-State Programs
- Telehealth Programs



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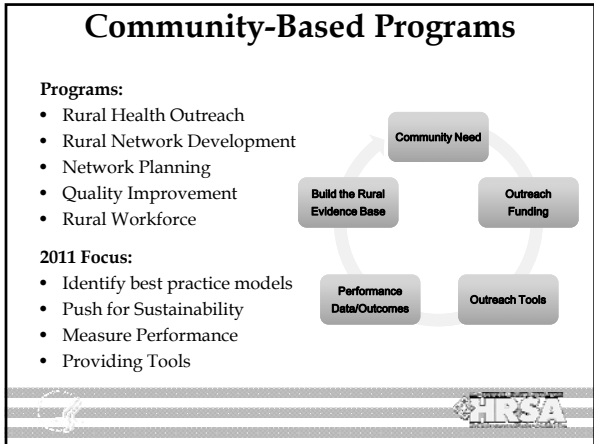
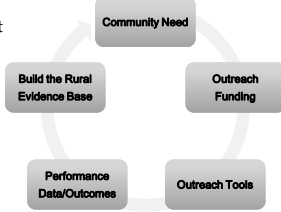
## Community-Based Programs

**Programs:**

- Rural Health Outreach
- Rural Network Development
- Network Planning
- Quality Improvement
- Rural Workforce

**2011 Focus:**

- Identify best practice models
- Push for Sustainability
- Measure Performance
- Providing Tools




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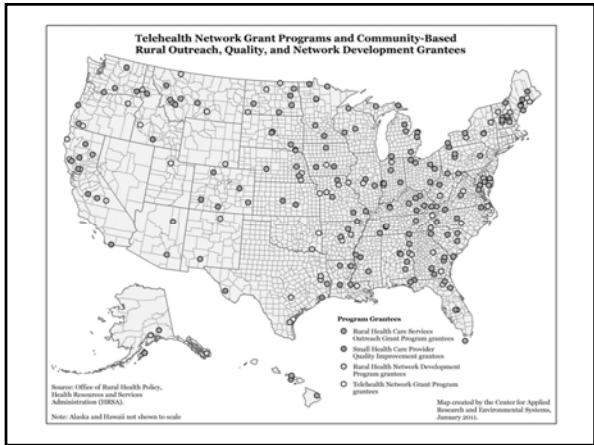
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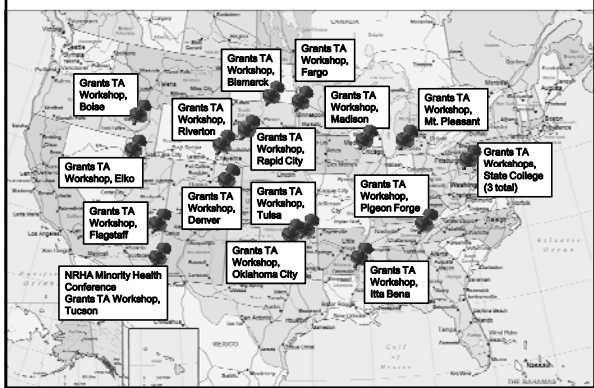
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## ORHP TA Workshops (2008-2010)




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## New Tools: An Example

- Economic Multiplier Calculator for Community-Based Programs
- Available on the Rural Assistance Center Website this summer.

**HRSA ORHP Grantee Economic Impact Analysis Formula Model**

The Health Resources and Services Administration (HRSA) Office of Rural Health Policy (ORHP) makes the Economic Impact Analysis Formula Model available for ORHP grantees to estimate the economic impact of their program investments to local communities. The tool is an application of a multiplier model that allows for the estimation, and is used for commercial purposes without the specific permission of ORHP.

ORHP is not responsible for any errors made by applicants using the tool. ORHP makes no warranty, approval or finding, regarding the completeness, accuracy or timeliness of any information provided through the tool.

Results from Economic Impact Model	
Total program spending	\$ 100,000.00
Total economic impact	\$ 140,049.63
Ratio: Economic impact v. total program funding	1.41
Ratio: Impact v. personnel spending	1.41
Ratio: Impact v. equipment/investiture spending	1.41
Ratio: Impact v. contract personnel spending	1.41
Ratio: Impact v. other operational/personnel spending	1.41
Ratio: Economic impact v. HRSA program funding	1.41

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## Upcoming CBD Funding Opportunities

### FY 2011:

#### Rural Network HIT Program

- Target Audience:
  - Neediest organizations
  - Stage 1 & 2 of MU
- Availability: Closes May 27
- # of new awards: 40
- Funding: \$300K a year (3-yrs)
- Start Date: Sep. 2011
- Contact: Marcia Green, mgreen@hrsa.gov

### FY 2012:

#### Network Planning

- Availability: June 2011
- # of new awards: 15
- Funding: \$85K a year (1-yr)
- Start Date: March 2012
- Contact: Eileen Holloran, eholloran@hrsa.gov

#### Outreach Program

- Availability: Sept. 2011
- # of new awards: 80-11
- Funding: \$150K (Yr 1), \$125K (Yr 2), \$100K (Yr 3)
- Start Date: May 1, 2012
- Contact: Kathryn Umali, kumali@hrsa.gov

\*All funding opportunities will be available on [www.grants.gov](http://www.grants.gov).




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## Hospital State Division FY 11 Priorities

- Measuring Outcomes
- Sharing Best Practices
- Providing Resources
- Aligning Programs to the Health Care Environment




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### **Small Rural Hospital Improvement Program Grant**

- Encouraging Networking
- Strategically Using Grant Dollars
- Updated SHIP Categories Aligned to Affordable Care Act
- ICD 10 Updates:  
<http://www.cms.gov/ICD10/>



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### **Small Rural Hospital Improvement Program (SHIP)**

- FY11 - Year four of five, non-competitive grant period
- Anticipated award date: September 1, 2011
- Anticipated amount of award: ~ \$9,000 per hospital
- FY11 SHIP Focus:
  - How to encourage network participation to maximize purchasing power and encourage collaboration



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### **Medicare Rural Hospital Flexibility Program**

**Focuses on four core areas:**

1. Support for Quality Improvement in CAHs
2. Support for Operational and Financial Improvement in CAHs
3. Support for Health System Development and Community Engagement
  - Including integrating EMS in regional and local systems of care
4. Designation of CAHs in the State



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## Flex Medicare Beneficiary Quality Improvement Project

- Pilot Project under Quality Improvement
- Common Metrics
- Measuring Outcomes and Demonstrating Improvements
- Sharing Best Practices
- Official Start: Sept 2011; Waivers: July 1

<http://www.hrsa.gov/ruralhealth/about/video/index.html>



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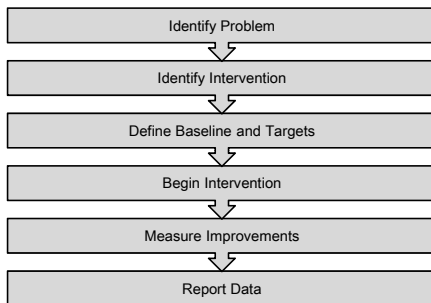
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## Moving to a More Defined Program



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## State Offices of Rural Health (SORH) FY13 Competing Continuation

- FY 13 grant guidance to be released in late 2012
  - New 5 year project period
- Application will be comprehensive (versus abbreviated non-competing application)
- Submit via Grants.gov
- SORH / NOSORH workgroup
  - PA, MN, MI, KY, WY
  - Guidance to have major revisions
  - Will be finished by Summer 2012
  - Your thoughts for improvement are welcome
- Updates to be provided at the NOSORH meeting



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## Flex Monitoring Team



- Develops products for State Flex Programs to use in designing Flex activities
- Identifies best practices for States and CAHs to improve performance

### FMT Products

- CAH Financial Indicator Reports
- State Hospital Compare and Quality Measure Reports
- Community Benefit / Impact Indicator Reports
- Many other briefs and reports each year on quality, finance, and community engagement



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## Providing Technical Assistance for Rural Health Clinics

### NARHC RHC Technical Assistance Series

- Conference calls/webinars on timely and useful information on operational and policy issues
- Electronic mailing list to exchange information
- <http://www.hrsa.gov/ruralhealth/policy/confcall/index.html>

### NOSORH

- Increasing capacity of SORHs to provide technical assistance to RHCs, including an RHC manual.
- RHC Technical Advisory Team
- Partnership with the National Association of Rural Health Clinics
- <http://www.nosorh.org>



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## Access to Capital & Building Resources

- Capital Planning Manual  
<http://www.hrsa.gov/ruralhealth/resources/access/index.html>
- CAH Prototype Design  
<http://www.rurdev.usda.gov/rhs/cf/Design/PROTOTYPE.pdf>
- USDA's Community Facilities Program
- HUD 242 Program
- Rural Hospital Replacement Study  
<http://www.stroudwaterassociates.com/Resources/Assets/Rural/2008-Rural-Hospital-Study.pdf>



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## Workforce: Improving Recruitment and Retention

- Testing Out New Ideas ...
- Improving Links to Other Workforce Programs
- Continuing Support for the Rural Recruitment and Retention Network



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## Building On A Model That Works: Rural Training Tracks

Technical Assistance Grant with the National Rural Health Association

- Sustaining and Expanding the "1+2" Family Medicine Residencies
- Helping Communities Start New RTTs
- Increasing Resident Interest in RTTs
- [www.raconline.org/rtt\\_new](http://www.raconline.org/rtt_new)



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## Getting Health Professions Students into Rural Clinical Settings

Rural Workforce Network Pilot Grants

- 20 Awards in 2010



Medical students at a rural community hospital in Nebraska



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## Linking Rural Health Care Providers to the Federal Workforce Programs

HRSA Programs such as ...

- National Health Service Corps
- Nursing Loan Repayment
- Primary Care Training
- Nursing Education

Office of Rural Health Policy  
Rural Guide to Federal Health  
Professions Funding

U.S. Department of Health and Human Services  
Health Resources and Services Administration  
Office of Rural Health Policy  
January 2012

Key Challenge: Linking  
Providers and Educational  
Institutions



<http://www.hrsa.gov/ruralhealth/pdf/ruralhealthfundingguidance.pdf>




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## Health Information Technology and Telehealth

Challenges and  
Opportunities for  
Rural America




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## Upcoming OAT Funding Opportunities

### Telehealth Network Grant

- Target Audience: Networks serving rural
- Availability: January 2012
- # of new awards: up to 17
- Funding: \$250K a year (3-yrs)
- Start Date: September 2012
- Contact: Carlos Mena, [cmena@hrsa.gov](mailto:cmena@hrsa.gov)

### Telehealth Resource Center

- Target Audience: Centers of Excellence to provide TA to new or expanding telehealth programs
- Availability: January 2012
- # of new awards: up to 4
- Funding: \$325K a year (3-yrs)
- Start Date: September 2012
- Contact: Monica Cowan, [mcowan@hrsa.gov](mailto:mcowan@hrsa.gov)




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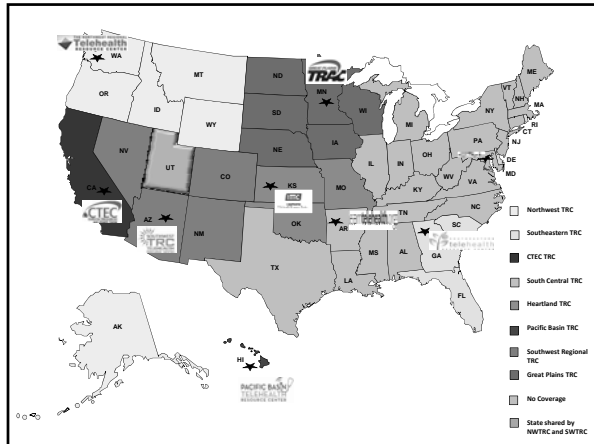
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## The National Health Service Corps


Scholarships and Loans

- Primary Care
- Dentistry
- Mental Health

Flexible Options



<http://www.nhsc.hrsa.gov>



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## Key Partners and Resources

**National Rural Health Association**

- Annual Policy Brainstorming Sessions
- State Rural Health Association Support
- Rural Medical Educators
- Rural Public Health Series
- Border Health Task Force





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## Key Partners and Resources

**3RNet**  
Medical and Healthcare Jobs Across the Nation  
<http://www.3rnet.org>

**National Organization of State Offices of Rural Health**  
NOSORH: the membership organization of state offices of rural health  
<http://www.nosorh.org>

**National Cooperative of Health Networks Association**  
<http://www.nchn.org/>

**AgriSafe**  
Network  
<http://www.agrisafe.org/>

**RHW**  
<http://www.ruralhealthworks.org/index.html>

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## Data & Information Resources

**Healthcare.gov**  
<http://www.healthcare.gov>

**Community Health**  
<http://www.communityhealth.hhs.gov>

**Data.gov**  
<http://www.data.gov/communities/health>

**Rural Health Atlas**  
<http://www.ers.usda.gov/data/ruralatlas/>

**UDS Mapper**  
<http://www.udsmapper.org/index.cfm>

**County Health Rankings**  
<http://www.countyhealthrankings.org>

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## Rural Assistance Center

**Web-Based Services**

- <http://www.raconline.org>

**Electronic Updates**

- Subscribe on the website

**Customized Assistance**

- Phone: (800) 270-1898
- E-mail: [info@raconline.org](mailto:info@raconline.org)

Home for the Emerging Rural Community Health Evidence Base

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## Health Workforce Information Center

Free access to health workforce resources and customized assistance from information specialists. HWIC's online library can help you find the latest:

- Health workforce programs and funding sources
- Workforce data, research and policy
- Educational opportunities and models
- E-mail news, updates and events



<http://www.hwic.org/>

## Health Information Technology Assistance

Resource assistance includes:

- Workforce
  - HIMSS and ONC
- Capital
  - USDA
- Broadband Support
  - FCC
- Planning, Implementation, and Adoption
  - ONC and ORHP



## Partnership for Patients

### 1. Reduce harm caused to patients in hospitals.

We will accelerate the reduction of preventable harms to inpatients starting now, so that by the end of 2013 we will observe a 40% reduction in preventable harm compared to 2010. Based on our calculations, this would mean almost two million fewer injuries to patients and more than 60,000 lives saved.

### 2. Reduce preventable hospital readmissions.

We will advance efforts to decrease preventable hospital readmissions within 30 days of discharge, so that by 2013 all readmissions would be reduced by 20% compared to 2010. This would mean prevention of more than 1,600,000 hospital readmissions.

Achieving these two goals will not only save lives and greatly reduce injuries to millions of Americans - it will also result in savings of billions of dollars that help put the nation on the path to having a more sustainable health care system.



## Hospital-Acquired Conditions: Some of the Many Opportunities for Improvement

Condition/Adverse Event (examples)	Total Cases (2010)	Preventable Cases (2010)
Central Line-Associated Blood Stream Infection	41,000	20,500
Pressure Ulcer	250,000	125,000
Surgical Site Infection	290,000	101,500
<b>Adverse Drug Event</b>	<b>1,900,000</b>	<b>950,000</b>
Injury from Fall	200,000	50,000
Ventilator-Associated Pneumonia	40,000	20,000
All Other Hospital Acquired Conditions For example: - Delay in administration of aspirin leads to hemorrhage - Misplacement of feeding tube leads to choking - Failure to manage diabetic symptoms leads to coma	2,240,589	985,859
<b>Total - ALL Hospital Acquired Conditions</b>	<b>5,982,768</b>	<b>2,623,150</b>

The goal of the Initiative is a 40 percent reduction of preventable hospital acquired conditions in three years.




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## Office of Rural Health Policy Contacts

### Policy

**Hospitals:**  
Michelle Goodman, mgoodman@hrsa.gov

**Post-Acute & ACA:**  
Nicole Comeaux, ncomeaux@hrsa.gov

**Clinics & Clinicians:**  
Aaron Fischbach, afischbach@hrsa.gov

**Quality Measurement & Improvement:**  
Paul Moore, pmoore2@hrsa.gov

**Medicaid & Mental Health:**  
Erica Molliver, emolliver@hrsa.gov

### Grants

**Community-Based Funding:**  
Nisha Patel, npatel@hrsa.gov

- Rural Health Outreach
- Rural Health Network
- Small Healthcare Provider Quality Improvement
- Network Planning/Development

**Hospital-State Funding:**  
Kristi Martinsen, kmartinsen@hrsa.gov

- State Offices of Rural Health
- Flex
- Small Rural Hospital Improvement Program

**Telehealth:**  
Sherilyn Pruitt, spruitt@hrsa.gov




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## Contact Information

Steve Hirsch & Aaron Fischbach  
shirsch@hrsa.gov  
afischbach@hrsa.gov  
<http://www.hrsa.gov/ruralhealth>  
ORHP Main Number: (301) 443-0835




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