





Office of Rural Health (ORH)
National Association of State Offices of Rural Health Annual Meeting

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VH Mission, Core Values & Characteristics




VA Mission: *“...to care for him who shall have borne the battle and for his widow and orphan...”*


VA Core Values: *“I CARE” - Integrity, Commitment, Advocacy, Respect and Excellence*

VA Characteristics: *Trustworthy, Accessible, Quality, Innovative, Agile and Integrated*

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VH Mission, Core Values &



(VHA) MISSION STATEMENT
 Honor America's Veterans by providing exceptional health care that improves their health and well-being.

VETERANS HEALTH ADMINISTRATION (VHA) VISION STATEMENT

VHA will continue to be the benchmark of excellence and value in health care and benefits by providing exemplary services that are both patient-centered and evidence-based.

This care will be delivered by engaged, collaborative teams in an integrated environment that supports learning, discovery and continuous improvement.



It will emphasize prevention and population health and contribute to the Nation's well-being through education, research and service in national emergencies.

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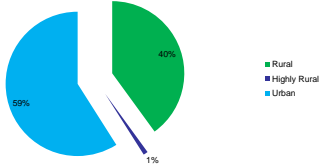
 **ORH Mission** 

- **Improve access and quality of care for enrolled rural and highly rural Veterans by developing evidence-based policies and innovative practices to support their unique needs**
 - Collaborate with VA program offices, other Federal and state partners and rural health communities to build partnerships
 - Engage in studies and analyses and promulgate best practices
 - Translate research and best practices into policy and measurable impacts

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 **Rural Veterans Demographics** 



- There are almost 8 million Veterans enrolled in the VA Health Care System. Approximately 3 million live in rural and highly rural areas. (1) (2)
- **Rural:**
3,414,983
- **Highly Rural:**
120,334
- **Urban:**
8,288,077




Category	Percentage
Rural	40%
Highly Rural	1%
Urban	59%

(1) Definitions: Urban - areas defined by U.S. Census as urbanized areas; Rural - all other areas excluded in U.S. Census defined as urbanized areas; Highly Rural - any rural area within a county with less than 7.0 civilians per square mile.
(2) FY 2010 data


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 **Areas of Focus** 

- **Areas of Focus**
 - Access and Quality
 - Technology and Telehealth
 - Studies and Analyses
 - Education and Training
 - Building Collaborations
 - Workforce Recruitment and Retention



ORH Funding




• **Fiscal Year 2010**


Category	Funding
Telehealth/Telemedicine Expansion	\$4,718,846
Home Based Primary Care Expansion	\$953,640
Mental Health Programs	\$1,124,514
Health Care Service Expansion	\$10,395,908
Outreach Initiatives	\$63,290,751
Education and Training	\$3,374,694
Fee Care	\$200,000,000
Other	\$28,675,121
Total:	\$312,533,474

Funding as of August 31, 2010

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Fiscal Year 2011 ORH Funding



Fiscal Year 2011-\$250 Million-Operating Plan (Submitted for approval)

Category	Funding
Sustainment Projects	\$163,500,000
Community-Based Outpatient Clinics (CBOC)	\$70,500,000
Public Law 110-387 Section 403	\$16,000,000
Total:	\$250,000,000

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Fiscal Year 2012 ORH Funding



Fiscal Year 2012-\$250 Million-Operating Plan (Submitted for approval)



Category	Funding
Sustainment Projects (includes CBOCs)	\$203,229,393
New Projects: (Transportation, outreach, geriatrics, HBPC, women's health, telehealth, training & education)	\$16,770,607
Public Law 110-387 Section 403-Project ARCH	\$30,000,000
Total:	\$250,000,000

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 **Over 300 ORH Projects and Programs** 

- VA National Programs
 - Rural CBOCs, Tele-health, Mental Health, Women Veterans Health, Homeless, HBPC, Outreach Clinics, Behavioral Health, PACT, transportation, other.
- VISN/VRC Projects
 - Tele-health, optometry, podiatry, diabetes, case management, mental health, women's health, homeless, transportation, communications improvement, substance abuse treatment, social services, mobile clinics, etc.
- Rural Health Resource Center
 - Projects
 - HIV/AIDS, Rural Health Provider Training, Neuro-rehab consultation, Tele-rehab, VA Outreach clinic evaluation, Veteran's Healthcare and Needs Survey, Geographic access assessment, others.
 - Studies
 - Tobacco Cessation, Suicide-related mortality analysis, rural surgery needs and strategies, transportation needs assessment, others.

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 **Collaboration: State Offices of VA & VRHRC-WR** 

- Collaborative needs of the VA (ORH) & State Offices of Veteran Affairs:
 - Identify all rural Veterans especially those newly discharged in order to better serve them
 - Track outreach and collaborative activities
 - Facilitate rural Veterans obtaining benefits & improve access to care
- Build a relational data base to support rural Veterans obtaining:
 - Education about VA benefits
 - Access to VA care
- Enable State offices of Veteran Affairs to implement a functional data base to support outreach activities
- Enable sharing of the data base between the State Offices of Veteran Affairs & the VA to promote rural Veterans access to care
- Make this collaborative data base available nation wide

 **Collaboration: National Association of State Offices of VA & VRHRC-WR** 

Deliverables FY 11 (completed)

- Web based relational database template / content / format / user interface developed (templates next slide)
- Single server identified to house and maintain the database to ensure security and facilitate collaborative use

Deliverables FY 12

- Execution & completion of functional of database templates
- Testing functionality & exportability of database
- Template MOUs to facilitate collaborative use of the database between VA facilities and State Offices of Veteran Affairs

 **ORH Communications Update** 

- **FY '11 Activities**
 - Updated ORH Logo and created new tagline
 - Provided "Branding Guidance" to the field
 - Published 3 ORH Newsletters
 - Deployed enhanced ORH website
 - Updated content
 - About ORH
 - About Rural Veterans
 - ORH management structure
 - Directors' and VRCs' biographies
 - Current ORH programs
 - Native Domain
 - Established an ORH Blog

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 **ORH Communications Update** 


Dissemination Strategies:

- Enhanced and updated a "push" email list for ORH announcements – Currently has 1700 contacts
 - Rural and highly rural CBOC and Outreach clinics
 - VHA program offices
 - State and local rural health offices
 - Veteran Service Organizations
 - State VA offices
 - VA Office of Congressional and Legislative Affairs
 - VISN Directors
 - VA Public Affairs
 - VA Communications
 - National Rural Health Association

 **ORH Communications Update** 

- ORH 'Products' on web
 - Peer reviewed articles
 - Major presentations
 - ORH Monthly Fact Sheet
 - Webinars "On Demand"
- Published new quarterly ORH newsletter
 - "The Rural Connection" newsletters focused on:
 - Native American Veterans
 - ORH Telehealth Services
 - ORH Outreach

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 - VISN Directors
 - VA Public Affairs
 - VA Communications

 **FY 11 ORH Communications Plan** 

- **Further website enhancements**
 - Resource Center Pages
 - ORH Focus Areas
 - Enhanced Website Navigation
 - Rural Veterans Resource Page
 - Additional Videos

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 **FY 11 ORH Communications Plan** 

- **2nd Newsletter**
 - Focus on ORH sponsored Telehealth projects
 - Central Region Resource Center
 - My HealtheVet enhancements
- **Dissemination**
 - Continue development of email contact list
 - ORH Booths at relevant National conferences/meetings
 - Write articles for other VA/VSO publications/blogs
 - Presentations at National meetings

 **ORH Website** 

<http://www.ruralhealth.va.gov>



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 **ORH Branding** 

- Dissemination Documents and Templates



 **ORH Strategic Plan Refresh** 

“Refreshing” the ORH Strategic Plan



- ORH has formed 6 workgroups to review and update programmatic goals and objectives
 1. Improve access and quality for rural Veterans
 2. Optimize use of technology to enhance health care services
 3. Maximize utilization of studies & analyses to impact health care delivery
 4. Improve availability of education and training for VA and non-VA service rural providers
 5. Increase collaborations and increase service options for rural Veterans
 6. Develop innovative methods to identify, recruit and retain medical professionals in rural communities

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 **“Refreshing” the ORH Strategic Plan** 

The following entities are represented on at least one of the workgroups:



- ORH
 - Veterans Rural Health Resource Centers
 - VISN Rural Consultant
- Strategic Analysis Service – Office of the ADUSH
- Veterans Rural Health Advisory Board
- Geriatrics and Extended Care
- VA Medical Center Directors
- Office of Telehealth Services
- State VA Offices
- Homeless and Residential Rehab Program
- VA Public Affairs
- Office of Mental Health
- Office of Academic Affiliations
- Healthcare Retention and Recruitment Office
- State Rural Health Office

 **“Refreshing” the ORH Strategic Plan** 

- “Refresh” process
 - Review pertinent documents
 - Summarize a).accomplishments for each goal, b) initiatives/demonstration projects underway
 - Assess Gaps
 - Make recommendations for 1). Revising 2). Eliminating or 3). Creating new objectives associated with Goal
 - Write a new narrative for each revised or new objective
 - Recommend new initiatives and performance measures for each new or revised objective
 - ORH staff will assemble goal updates from each workgroup, write executive summary, and realign projects with new objectives.
 - ORH strategic planning group will review draft document.
 - Goal is to have finished document by September 2011

 **Future Directions** 

- Improving knowledge base
 - Continue improving ORH understanding of rural and highly rural Veterans and their needs
 - Implementing best practices and program evaluations of current initiatives
 - Implementing evidence-based strategies and innovative care delivery models
- Improving capacity to care for rural and highly rural Veterans
 - Lessons learned from each year’s experience
 - Growing infrastructure; emphasizing local innovation with national focus
 - Building community collaborations
 - Working in partnership with other rural partners for policy development

 **Developing Relevant Measures for ORH Programs and Projects** 

How we've established measures

- Through research and from literature review of national rural health measures to identify evidence-based measures.
- Through evaluation and review of existing VA, non-rural measures
 - To compare VA rural and non-rural health care, service and outcomes
 - To identify and work to prevent disparities



EVALUATION: ORH will be doing a through evaluation of all programs/projects funded by ORH in FY '11.

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 **Contact Information** 

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 **THANK YOU FOR MAKING A DIFFERENCE** 


Using Innovation and Technology to Improve Access and Quality

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