

Mark your Calendar!



May 5

NOSORH Membership meeting at NRHA Conference (4:00 p.m. EDT)

May 5-8

[32nd Annual NRHA Rural Health Conference](#); Fontainebleau Resort, Miami Beach, Florida

May 7

Joint Committee on Rural Emergency Care (3:00 p.m. EDT)

May 12

Performance Measures Committee (1:00 p.m. EDT)

May 19

Performance Measures Committee (1:00 p.m. EDT)

May 21

Webinar: *Communication Trends and Tips for SORHS* (2:00 p.m. EDT)

May 26

Educational Exchange Committee (2:00 p.m. EDT)

May 28

FLEX Committee (3:00 p.m. EDT)

May 28-29

Region D Meeting (Albuquerque, NM)

Additional information can be obtained in the [NOSORH Related Events](#) section of the Web site.

The Branch

An Update for State Offices of Rural Health and our Partners

April 2009



NOSORH "On Display" at American Telemedicine Association Conference

Thanks to the wonderful generosity of the American Telemedicine Association (ATA), NOSORH was "on display" April 26-28 during ATA's annual conference in Las Vegas, Nevada. Complimentary exhibit space provided by the organization at *ATA 2009* gave NOSORH the opportunity to share its message with more than 2,500 attendees.

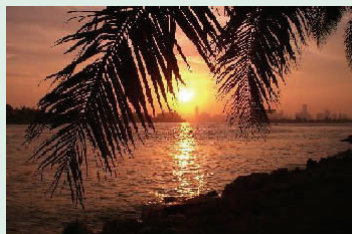
Alison Hughes (Arizona), who graciously agreed to

represent NOSORH at the conference, said she ran out of NOSORH brochures and that nearly three dozen people requested additional information about the work being done by SORHs in their respective states. She also noted that she made contact with three potential speakers for the upcoming HIT summit which will precede NOSORH's Annual Meeting in November.



Alison Hughes and Caroline Ford at ATA 2009

Surf's Up!



Heading to NRHA's 32nd Annual Rural Health Conference in Miami Beach? Then please plan on joining us for the NOSORH membership meeting which will be held during the conference. This year's meeting will take place May 5 at **4:00**

p.m. (not 3:00 p.m. as previously indicated) in the Splash meeting room (upper lobby area) of the Fontainebleau Resort. A meeting agenda is available in the [NOSORH Related Events](#) section of the NOSORH Web site.

Please note that NOSORH members will vote to approve an associate member dues structure during the membership meeting. If you cannot attend, please be sure to send your proxy to [Kenny Doppenberg](#) no later than May 1.

We are also still looking for volunteers to help staff NOSORH's Exhibit Hall display; thirty-minute time slots are still available between 7:00 a.m. and 8:00 a.m. and from noon to 5:15 p.m. on May 6. Please contact [Donna Pfaendtner](#) if you are attending the conference and can lend a hand.

Last but certainly not least, please contact Donna if you are making a presentation or presenting a poster during the Rural Health Conference. We want to share your good news!

NOSORH Announces Leadership Institute Class of 2009

Congratulations to those selected to participate in the inaugural NOSORH Leadership Institute: Sharla Allen (Wyoming), Cari Fouts (Colorado), Teryl Eisinger (NOSORH), Angela Emge (Michigan), John Hanson (Washington), Joyce Hospodar (Arizona), Katie Jerkins (Iowa), Kristi Mitchell (Alabama), Jill Myers (Minnesota) and Pamela Smith (Massachusetts).

The NOSORH Leadership Institute

is a program designed to enhance the leadership and management skills of emerging and established SORH employees. Those chosen will participate in seven Webinars, attend a capstone face-to-face workshop at the NOSORH Annual Meeting in November and complete a rural health project using leadership skills developed throughout the Institute. Upon successful completion of the program, participants will be better

equipped to meet the rural health needs of the communities and states which they serve.

The Class of 2009 had its first Webinar -- "Leadership Styles and Practices" -- on April 28. Stay tuned as we share their progress and their thoughts on this exciting program!

Board Approves Associate Member Designation

The NOSORH Board of Directors recently adopted a policy which recognizes individuals who support NOSORH's mission as valuable assets and allows them to become associate members. This includes, but is not limited to, SORH alumni and representatives of organizations currently partnering with NOSORH members – primary care associations; primary care offices; state rural health associations; other local, state and national organizations; and corporations.

Associate membership privileges include access to NOSORH services and resources, including Webinars and member sections of the NOSORH Web site; access to NOSORH members; participation in committees of interest; listing on an email listserv of associate members; invitations to membership meetings; and eligibility for the NOSORH Annual Recognition award. Associate members also may be appointed to serve on standing or ad hoc committees of the organization, although they will not be extended voting privileges.

Please contact [Teryl Eisinger](#) to learn more about becoming a NOSORH associate member!

Contact Information

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NOSORH Announces “Partnership Champions” Awards

NOSORH has awarded two subcontracts through its “Partnership Champions for NOSORH Priority Areas” program:

- The Rural Health Resource Center and SORHs in Arizona, Colorado, Minnesota, Montana, Nebraska, North Dakota and Washington will join forces to host the Rural Health Information Technology Summit in September 2009. Input from key stakeholders attending the summit will be used to develop a national study of the HIT workforce and

identify strategies to address this workforce need, especially in rural America.

- The Nevada State Office of Rural Health and the National Center for Frontier Committees will conduct a baseline study of students, interns and residents providing mental health services in rural communities and use that information to create research and policy recommendations for enhancing mental health services in rural areas of other states.

ORHP Seeks Input on Refining “Frontier” and “Remote Areas” Definitions

The Federal Office of Rural Health Policy (ORHP) is hosting a series of meetings in order to gather information to develop potential definitions for the terms “Frontier” and “Remote Areas.” The first meeting was held in Albuquerque, New Mexico on April 24; additional meetings will be held in Seattle, Washington on May 18 and Omaha, Nebraska on June 26.

All of these meetings are open to the public. Meeting locations and additional information can be found in the April 8, 2009 meeting notice in the [Federal Register](#); you can also contact [Steve Hirsch](#) at ORHP for more information.

Caroline Ford (Nevada) and Kristin Juliar (Montana) will represent NOSORH on this project.

Policy Update

The NOSORH Policy Committee is working closely with its legislative liaison, Bill Finerfrock, on using regular e-mail “blasts” to keep in touch with health legislative aides in Congress. These “blasts” – the first of which is scheduled in May – will help increase awareness on Capitol Hill of the work being done by NOSORH and State Offices of Rural Health.

NOSORH also recently provided recommendations for SORH involvement/inclusion in HIT-related economic stimulus funding, and the Board of Directors recently voted to support the Conrad 30 State Improvement Act. Members interested in reviewing NOSORH's recommendations for HIT economic stimulus funding and a “Call to Action” in support of Conrad 30 can do so by visiting the [Policy Committee Meetings and Reports](#) section of the NOSORH Web site.

Special Meetings to be Held in Conjunction with Regional, Annual Meetings

NOSORH will host several workshops and special meetings in conjunction with upcoming regional meetings and the NOSORH Annual Meeting.

- **July 7 (Region C; Lawrence, Kansas)** – “Building Vital Communities: Harvesting Collaboration” (one-day development summit for SORHs and their partners)
- **August 5 (Region B; Mobile, Alabama)** – Half-day evaluation workshop
- **August 18 (Region E; Laramie, Wyoming)** – “Workforce Summit for SORHs and Their Partners” (one-day

conference exploring workforce challenges to health reform and opportunities for workforce improvement as the result of the economic stimulus).

- **November 17 (Annual Meeting; Austin, Texas)** – “Improving HIT for Rural America” (one-day HIT workshop for SORHs and their partners)

NOSORH members are welcome to attend any of these special meetings. Additional information will be available soon – be sure to check the [NOSORH Related Events](#) section regularly for updates.

“Partnership Champions” seeds the creation of regional and/or national partnerships that support the work of NOSORH and State Offices of Rural Health. The program specifically targets partnerships which address one or more of NOSORH's seven key priority areas: uninsured populations; small rural hospitals/critical access hospitals; emergency medical services; health workforce; mental health; oral health; and health information technology.

NOSORH Learning Exchanges Made Easy

Want to participate in a learning exchange but aren't sure where to begin?

NOSORH offers an interactive directory of SORH colleagues who are ready and willing to help you meet your programmatic learning objectives. Visit the [Mentoring Resources](#) section of the NOSORH Web site to find a listing of NOSORH mentors/peers by state or area of expertise. If you need assistance identifying a mentor/peer or SORH, contact NOSORH Program Specialist [Betty King](#) to discover how a helpful peer or mentor can help you meet your learning or program development needs.

Also, be sure to complete and submit a [Mentoring Application](#) for funding to support your experience. The Educational Exchange Committee co-chairs will review your application and respond quickly.

Upcoming Webinars

Save the date – NOSORH will offer a “Communication Trends and Tips for SORHs” Webinar at 2:00 p.m. EDT on Thursday, May 21. The purpose of this Webinar will be to highlight emerging trends/promising practices in strategic communications; discuss Web 2.0 and social networking resources (LinkedIn, Facebook, Twitter) that are gaining popularity; and provide basic tips and techniques (both traditional and new) for delivering your message as effectively as possible.

Plans are also in the works for Webinars on measuring program effectiveness, environmental scanning and implications of economic stimulus funding on the rural healthcare workforce. Be sure to visit the [NOSORH Related Events](#) section regularly for more information!