

# Mark your Calendar!



# The Branch

An Update for State Offices of Rural Health and our Partners

June 2011

Website: [www.nosorh.org](http://www.nosorh.org) Wikispaces: [nosorh.wikispaces.com](http://nosorh.wikispaces.com)



## June 2

- Joint Committee on Rural Emergency Care (3:30 p.m. EDT)

## June 7

- RHC TA Advisory Team (2:00 p.m. EDT)
- Rural Training Track Microfunding Conference Call (2:00 p.m. EDT)

## June 13-15

- ORHP Region A Meeting (Bar Harbor, Maine)

## June 14

- Performance Measures Committee (Noon EDT)
- Development Committee (2:00 p.m. EDT)

## June 21

- Policy Committee (2:00 p.m. EDT)

## June 22

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

## June 23

- Flex Committee (3:00 p.m. EDT)

## June 28

- Communications Committee (3:00 p.m. EDT)

## June 30

- Rural Training Track Microfunding Proposals Due

## Partners/Sponsors: Join us at the NOSORH Annual Conference

Please mark your calendars – and invite your partners to attend – the **2011 NOSORH Annual Meeting** taking place **September 7 & 8** at the Grand Hyatt Denver in Denver, Colorado. This year's conference will offer sessions focused on leadership development, building relationships, connecting with communities, enhancing quality of care and celebrating "The Power of Rural!"

Representatives from state rural health associations and primary care organizations; EMS, HIT, QIO and rural workforce stakeholders; and

rural health-minded partners should especially consider attending.

Any organization, agency or rural stakeholder that shares a common vision with and/or supports the good work of NOSORH and SORHs should also consider becoming a sponsor or exhibiting at this year's Annual Meeting. Registration information for the 2011 Annual Meeting will be available soon; in the meantime, be sure to check out the [tentative agenda](#) located in the [Annual Meeting Information](#) section of the NOSORH website.

Additional sponsor and exhibitor information can be found on the [Save the Date](#) card located in the [Annual Meeting Information](#) section or by contacting NOSORH Communications Coordinator [Bill Hessert](#).



## Rural Health Works, NOSORH Partner to Offer Needs Assessment Workshop in Indianapolis

Interested in learning how to conduct community health needs assessments for hospitals in your state? Looking for resources that will enable you to provide technical assistance to help hospitals document community benefit? Then plan to join us and Rural Health Works for a workshop devoted entirely to helping SORHs conduct

community health needs assessments!

The workshop, *Community Health Benefit & Needs Assessment*, will take place from **noon to 5:00 p.m. CDT on August 9 at University Place in Indianapolis** (the day before the ORHP Region C meeting). Instructors for the work shop include Rural Health Works (RHW) Director Gerald Doeksen, RHW

Associate Director Cheryl St. Clair and Oklahoma Center for Rural Health Director Val Schott.

Registration, hotel and additional information can be found in the [Upcoming Events](#) section of the NOSORH website. To learn more, please contact Education Coordinator [Stephanie Hansen](#).

## NOSORH Selects, Partners Endorse November 17 as First National Rural Health Day

Mark your calendars – the first National Rural Health Day will be **Thursday, November 17!**

National Rural Health Day is the major piece of a new NOSORH campaign to recognize and celebrate the Power of Rural! Our hope is to make National Rural Health Day an annual event that highlights rural communities as wonderful places to live and work; increases awareness of rural health-related issues; and promotes the efforts of SORHs and NOSORH in addressing those issues.

NOSORH recently met with several of its closest rural partners to seek their feedback regarding National Rural Health Day. The National Rural



Health Association, Rural Recruitment and Retention Network, National Cooperative of Health Networks and Office of Rural Health Policy provided suggestions for refining the proposed key messages and indicated a willingness to encourage their members and partners to join the celebration as well.

Stay tuned for more information and resources throughout the summer and at the NOSORH Annual Meeting in September. In the meantime, NOSORH is asking SORHs to be prepared to:

- Share the news – tell your partners, media contacts, etc. (NOSORH will provide a fact sheet and generic media releases)
- Seek gubernatorial/legislative proclamations (NOSORH will provide template)
- Put the National Rural Health Day logo on your website
- Celebrate on November 17 (which could be as simple as answering your phones by saying "Happy National Rural Health Day")

Feel free to contact NOSORH Communications Coordinator [Bill Hessert](#) or Communications Committee Co-chair [Karen Madden](#) to learn more.

Please visit our [News & Events](#) section to learn about these and additional upcoming events.

## SORHs Share Community Development Efforts

NOSORH recently asked SORHs to share what role, if any, they were playing in community development efforts within their states. A summary of the responses received to date can be found in the [Member Resources/Reports](#) section of the NOSORH website.

NOSORH Director [Teryl Eisinger](#) and Keith Midberry recently shared the summary during a learning committee call hosted by the Primary Care Association. "I believe it was quite useful to have participants hear the roles and functions of PCOs and SORHs, and explore ways that PCAs can either initiate or strengthen collaboration with these agencies," said Sue Brundege, project director of PCA's peer learning teams.

### Save These Dates

- June 13-15**  
ORHP Region A Meeting  
(Bar Harbor, Maine)
- July 27-28**  
ORHP Region E Meeting  
(Juneau, Alaska)
- August 1-3**  
ORHP Region B Meeting  
(Tampa/St. Petersburg, Florida)
- August 10-11**  
ORHP Region C Meeting  
(Indianapolis, Indiana)
- September 7-8**  
NOSORH Annual Meeting  
(Denver, Colorado)
- September 8-9**  
Rural EMS Learning  
Session(Denver, Colorado)

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## Good Luck and Thanks, Lou Ann and Pamela!

NOSORH says good-bye and good luck this month to two of its current board members – [Lou Ann Wilroy](#) (Colorado) and [Pamela Smith](#) (Massachusetts).

As we shared last month, Lou Ann stepped down as CEO of the Colorado Rural Health Center (CRHC) on May 31 to pursue career opportunities that allow her to spend more time with her family. Under Lou Ann's leadership, CRHC has expanded its workforce, health information technology and policy programs, and tripled the size of its staff to better meet the healthcare needs of rural Coloradans. She has also served NOSORH in numerous ways during her tenure.

"Talk about bad timing – I have the honor of being elected President-Elect of NOSORH, and at the same time I am offered a new career opportunity!" Lou Ann says. "While I am excited about my new adventure, I am very disappointed that I am no longer able to serve as an officer or on the board. I believe NOSORH is an extremely valuable, growing organization with

amazing leadership; the opportunities are endless for addressing needs and strengthening the State Offices of Rural Health. I hope to stay involved as a partner and supporter, and I look forward to seeing all of you in September in Denver at the annual meeting.

Meanwhile, NOSORH recently learned that Pamela's position as assistant director for the Massachusetts Office of Rural Health has been eliminated as the result of budget cuts within the Massachusetts Department of Public Health. Pam has been a valuable asset to NOSORH during her tenure. "NOSORH is a family," Pam says. "I feel very fortunate to have been part of that and the work that continues to move forward – I will carry that forever. Thank you for being there for me; for that, I am forever grateful."



Good Luck, Lou Ann (above) and Pamela (below).

## Rural Training Track "Microfunding Proposals" Being Accepted until June 30

The Rural Training Track (RTT) Technical Assistance Program has a small amount of funding (approximately \$2,500) available to support SORH-related RTT programs or activities. SORHs interested in applying for funding will be required to submit a simple letter of proposal (no more than two pages) by June 30; contact [Teryl Eisinger](#) for

additional information. NOSORH can help SORHs with any administrative support needed by the SORH or RTT.

A conference call to brainstorm ideas for SORH/RTT work and review questions will be held June 7 at 2:00 p.m. EDT. Please visit the [Upcoming Events](#) section of the NOSORH website for more information about the call

and a request for proposal.

The National Rural Health Association and NOSORH are partners in the RTT Technical Assistance Program. Identified Rural Training Tracks needs have been highlighted in a report of the Rural Training Conclave; click here to download a [copy of the report](#) from the RTT Web Portal.

## ORHP Region D Convenes First Regional Meeting of 2011

The ORHP Grantees Regional Meeting Season has begun! Region D was the first to hold its meeting this year, with nearly two dozen participants (including representatives from every state in Region D) attending the region's meeting in Henderson, Nevada, on May 24 & 25. Featured speakers

included Sarah Adler, Nevada's USDA rural development state director; and David Schmitz, MD, associate director of the Family Medicine Residency of Idaho. Also, **Caroline Ford** (Nevada) and **Alison Hughes** (Arizona) were honored for their dedicated service to the region.

Congratulations to **Keith Clarke** and the **Nevada Office of Rural Health** for hosting a sensational regional meeting! Be sure to visit the [Past Events](#) section of the NOSORH website regularly throughout the summer to review presentations from Region D and all of the other regional meetings.

## Policy Program Monitoring Team Assembling ACO Comments

The NOSORH Policy Program Monitoring Team (PPMT) is working on a response to a call for comments from the Center for Medicare and Medicaid Services regarding payments to accountable care organizations. Comments will be submitted by the June 6 deadline.

Bill Finerfrock and Harvey Licht already

have prepared some briefings regarding ACOs and solicited input from SORHs working with Rural Health Centers; visit the [Policy/Other Documents](#) section on the NOSORH website for those briefs. NOSORH also held a Webinar on May 26 to discuss additional rural implications; visit the [Past Webinar](#)

[Materials](#) section on the website for information shared during the Webinar.

Watch for NOSORH comments following the June 6 deadline submittal. Also, please share any work your state is doing on ACO comments with [Harvey Licht](#).

## SORHs Share Info on State Rural Health Plans

Last month, NOSORH asked SORHs to share information regarding their work on state rural health plans. Thirty-five states responded to the survey, which showed that:

- At least 19 SORHs plan to update their state rural health plan in the next three years.
- States use the plan for various

reporting purposes.

- SORHs are interested in technical assistance to complete this work [Click here](#) for complete survey results.

The NOSORH Development Committee continued its efforts to identify how to support SORHs' work on state rural health plans. The

committee met with Kassie Clarke (of Grant Expectations) during the National Rural Health Association's 34<sup>th</sup> Annual Rural Health Conference; staff from the Office of Rural Health Policy also joined the meeting and updated the committee on plans for funding SORH work on state rural health plans. ORHP indicated that

this work **will not** be a focus in future Flex funding.

The Development Committee and Kassie are still available to support the work of SORHs to update state rural health plans. Please contact NOSORH Education Coordinator [Stephanie Hansen](#) if your office needs assistance or support.

## Nominate a Worthy Leader for a 2011 NOSORH Award TODAY

*NOSORH's profile of last year's award winners continues this month. A special thank you goes out to Matt Womble for his continued recognition of SORH leaders through his work with Awards Committee Chair Sharla Allen. Both Matt Womble and Tammy Norville in the North Carolina Office of Rural Health & Community Care took a leadership role in nominating their director, John Price, for the 2010 Distinguished Andrew W. Nichols award. The award – named in memory of Dr. Andrew W. Nichols, director of the Arizona Office of Rural Health for more than 20 years before his unexpected death in 2001 – honors those who exemplify Dr. Nichols' contributions*

*to rural or border health and his deep commitment to challenge, strategize and promote rural issues to ensure social justice in health care.*

John Price is a native son of rural North Carolina who has spent his entire career working vigilantly with the North Carolina Office of Rural Health & Community Care to help communities improve access to quality healthcare services. For that dedication, John has been awarded the 2010 Distinguished Andrew W. Nichols Award.

Since becoming director of the North Carolina ORHCC office a little more than three years ago, John has become a well-respected,

recognized leader as well – “a humble yet passionate person who can coordinate a solution that meets the needs and solves the problem at hand,” according to those who nominated John for the award. “John’s 33-year career in rural health is something to be admired and respected. He exemplifies what it means to be a rural health professional.”

**Nominations for the 2011 awards (which will be presented at the 2011 NOSORH Annual Meeting in Denver) can be submitted until July 29.**

Please visit the [Awards Committee](#) section of the NOSORH website to download an Awards Nomination Form, Awards Descriptions and

*a list of previous award winners; completed nominations can be emailed to [Donna Pfaendtner](#).*



*John Price (third from right) poses with staff members from the North Carolina Office of Rural Health & Community Care (L to R: Tracie Miller, Matt Womble and Tammy Norville) after receiving the 2010 Distinguished Andrew W. Nichols Award (Photo by Keith Clark).*

## Tell Us (and Everyone Else) about Your Good Work!

The NOSORH Educational Exchange Committee wants to hear from you and share examples of your good work!

“We know SORHs are always working on building their expertise, and that the best SORHs have mastered some promising practices for conducting their work,” says NOSORH Director

Teryl Eisinger. “SORHs learn the best from each other, which is why we really want SORHs to help us share their work – especially in NOSORH’s six Promising Practices.” The six Promising Practice categories are:

- Grantsmanship and funding;
- Marketing and communications;

- Networking and bridge building;
- Policy development;
- Staff leadership and development;
- Strategic planning.

SORH staff should be prepared to share examples of this work and their colleagues this summer. Stephanie Hansen will be conducting interviews

at the ORHP Regional Meetings with anyone willing to share their examples on camera; however, she is happy to collect examples by phone or email from folks who prefer to share their examples another way. Please contact [Stephanie](#) to schedule an interview or share your SORHs’ Promising Practice examples!

## “Straight from the SORHs”: News from the State Offices and ORHP

The **Colorado Rural Health Center** (CRHC) recently welcomed [David Lack](#) as the organization’s new chief operating officer. In this capacity, David will oversee CRHC’s fiscal management and all other activities



that support the organization’s day-to-day operations.

David brings to the table more than 20 years of advocacy, compliance, clinic management and governance experience in the healthcare and nonprofit sectors. For the past five years, he served as chief executive officer at Clinica Tepeyac, a Denver-based organization which provides culturally competent health care and preventive health services for the medically underserved; he also spent three and a half years conducting policy/advocacy work for the Council for Affordable Health Insurance in Washington, D.C. David

currently sits on the ClinicNET Board of Directors.

A video completed by the **South Dakota Office of Rural Health** and the South Dakota Department of Health’s Office of Health Promotion (OPH) to promote dental careers in South Dakota recently received a Silver ADDY® Award from the South Dakota Advertising Federation. The American Advertising Federation presents the ADDY® Awards annually through its 200 member advertising clubs and 15 districts. With more than 60,000 entries annually, the awards are the industry’s largest and most representative competition for

creative.

[Click here](#) to view the award-winning video; to learn more about the project, contact [Karen Cudmore](#), recruitment program coordinator for the South Dakota Office of Rural Health.

Please contact [Bill Hessert](#) with any staffing changes, awards or other news about you or your SORH to share with your NOSORH colleagues! Also, please let [Stephanie Hansen](#) know when any new employees join your staff so the Educational Exchange Committee can welcome them and share information about NOSORH’s various educational exchange opportunities.