

Rural Health Coordinating Council (RHCC)

October 20, 2011, 8699 SW Sun Place, Wilsonville, OR

Members in attendance: Gary Brooks, Wayne Endersby, Andrea Fletcher, Craig Hostetler, Ted Molinari, Judy Ortiz, Candye Parkin, Michael Patrick, Judy Peabody

Oregon Office of Rural Health (ORH) Staff: Robert Duehmig, Scott Ekblad, Eric Jordan

Guests: Beryl Fletcher and Diane Lund

Q = Question, A = Answer, C = Comment

Roll call, introductions

Mr. Molinari began the meeting shortly after 10 AM. Introductions went around the room.

Approval of agenda

Motion to accept the agenda as written was moved and approved.

Approval of minutes

Motion to accept the July 2011 minutes with correction noted below was moved and approved:

- In Ms. Fletcher's report, the second sentence should be, "This is the first VA primary telehealth clinic in the region in conjunction with Wallowa County."

Old Business

Mr. Ekblad presented the slides and video which were shown over the summer in conjunction with the medical students who biked across rural Oregon.

C: Perhaps we could craft a *new* message to use for highlighting the shortfalls in rural Oregon that could be used to approach foundations.

Apple A Day Grant Program Update

Mr. Ekblad began this topic by screening the 2011 Apple A Day Video.

Mr. Endersby gave the update on the Committee's meeting earlier in the day:

- We will continue to solicit and award the Apple A Day grants in the same fashion as before, but will be more discriminating in asking for the total cost one expends to receive mandatory training for their EMT licenses.

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- We will use no more than 10% of the Apple A Day funds to explore the possibility of a dedicated fundraiser position. We will then examine that process after the fundraiser to determine if that investment in a fundraiser was successful or not. And if not, discontinue those services, or attempt another method to those ends.
- Mr. Ekblad and Mr. Duehmig will look into those counties without past grant requests, and see if there is some reason why there have been no requests for assistance to come from those communities.

Q: Could OPB do a segment on their television programs like *Oregon Field Guide* or *Back Roads*? What about using the videos we produce for those times when they need a little few-minute filler video?

A: I've already pitched that. At the time, they were not too keen on the idea. Perhaps if it was re-pitched to tie into one of their fundraiser efforts, they would nibble on it.

Q: What about partnering with all of the state's colleges and Universities to help get word about Apple A Day into their communities?

A: That's a great idea!

C: I know of a professional videographer/EMT who I should put in touch with your office. He is already doing this kind of work for local television, so would be a perfect match for the Apple A Day videos.

Mr. Ekblad ran down the Apple A Day fundraising numbers from each previous year.

Q: Do you have a person in mind to act as the Apple A Day fundraiser?

A: No, we want to look at who can be most effective in each year's community first. That being said, there might also be a benefit in someone doing it year after year.

C: Perhaps at a future fundraising dinner, we could have a Casino Night instead of an Auction.

ORH Staff Reports

Mr. Ekblad provided an overview to the ORH staff's recent accomplishments.

Jo Johnson, Recruitment Coordinator

Ms. Johnson has more active postings on the 3RNet website than ever before.

Linda Pepler, Department Administrator

Ms. Pepler is working with Linda Clark, Mr. Ekblad, and OHSU's bursar and treasury offices on developing and administering the Primary Health Care loan forgiveness program.

Rural Health Coordinating Council (RHCC)

October 20, 2011, 8699 SW Sun Place, Wilsonville, OR

Robert Duehmig, Director of Communications

Mr. Duehmig is the incoming President of the Oregon Rural Health Association. He is also helping to spread the word on the National Rural Health Day.

Troy Soenen, Director of Field Services

Mr. Soenen has been helping Critical Access Hospitals in running their community needs assessment processes. He has also been assisting a practice in Reedsport strategize for outcomes with transitioning the clinic as the owning physicians approach retirement age. He has also been actively attending meetings with Greater Oregon Behavioral Health Inc. and others to discuss contracting issues for Medicaid payment.

Justin Valley, Technical Assistance Field Specialist

Mr. Valley provided technical assistance to 13 communities in rural Oregon. He also organized, attended and presented at the annual Rural Health Clinic Workshop.

Linda Clark, State Loan Repayment Coordinator

Ms. Clark is working with the Federal government to assist Critical Access Hospitals initiate a pilot program to become qualifying National Health Service Corps sites. Ms. Clark was also successful in securing another year's funding of the federally-funded State Loan Repayment Program.

Mr. Ekblad also made mention that the North Dakota ORH has initiated a nation-wide technical assistance (TA) database that will be made available to the rest of the ORHs through the National Organization of State Offices of Rural Health. This will enable all of the ORHs to easily report their TA information for various purposes.

2011 Oregon Rural Health Conference Report

Mr. Ekblad reported that although this year's conference was highly rated, attendance was down from previous years. The ORH staff is monitoring the evaluations that are still trickling in an attempt to determine the slight shortage in attendees.

C: Most conferences I've attended this past year have also had lower attendance. In speaking with others, this seems to be an effect of a down-economy.

NEOAHEC Partnership

Mr. Ekblad outlined the recent partnership struck between the North East Oregon Area Health Education Center (NEOAHEC) and the Oregon ORH's Apple A Day Program. The NEOAHEC was in possession of unexpended EMS training funds, and due to the similar nature of each organization's recipient pool, this lump sum was transferred to Apple A Day's giving efforts. Unlike the individual EMTs and First Responders who are normally awarded Apple A Day grants, this money will go to EMS agencies.

Rural Health Coordinating Council (RHCC)

October 20, 2011, 8699 SW Sun Place, Wilsonville, OR

RHCC Member Reports

Craig Hostetler, Oregon Primary Care Association

Mr. Hostetler reported that he will be going to Salem to meet with state employees to continue work on the final details on medical home payments for RHCs and FQHCs. This will hopefully help open up payments from their face-to-face requirements and allow work that other providers perform on case management to become reimbursable, as that more accurately reflects the contemporary nature of patient care. This new payment system will go live with a pilot round involving three FQHCs.

Q: Will this include telehealth?

A: This can include anything. telehealth specifically will have to be in the rate to be paid for.

Q: Are any of the pilot clinics starting from scratch and are they in it for good?

A: These are clinics that have been working on this for a while, so they are not really starting from scratch.

Q: How often will data be reported?

A: We're still working that out.

Judy Peabody, Oregon Association of Naturopaths

Mrs. Peabody reported that the naturopath students seem to want more and more to do rural health, but the debt level seems to be a barrier. They perceive a disparity in being able to repay student loans as being harder and taking longer if they serve a rural community instead of an urban community.

Andrea Fletcher, Consumer

Ms. Fletcher praised the Oregon ORH for continued support.

Mike Patrick, Oregon State Board of Pharmacy

Mr. Patrick reported that the prescription drug monitoring program is up and running and issued a report in September of whom and how frequently the system is being accessed. So far, 62% are physicians, 20% are pharmacists, 17% are nurses, 2% are dentists, and 1% is naturopaths. This has been a great help for everyone involved.

Nationally, the merger between ESI and Medco has some in the pharmacy industry concerned. These two companies are already the largest two of the claims processors, so their merger will

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make them become the single largest processor. Walgreens has already dropped out of some of these payment processors due to reimbursement rates.

Q: If Walgreens drops out of using these processors, how does that affect their business?

A: Nationwide, it has to be in the billions. How they are going to be able to take a hit like that, I do not know.

Gary Brooks, Oregon Dental Association

Dr. Brooks relayed, according to 2008 national dental statistics, 79% of graduating dentists did not open a private practice. Due mostly to debt incurred by their education, they go into practice for someone else, advance to post-graduate schooling, or enroll in the armed forces.

Yamhill County dentists have been working on a free walk-in dental clinic at the county health department. Supplies and equipment have already been donated, but a hold-up is that the county has no budget to donate a room in which to perform these services.

As a result of successful, focused fundraising over five or six years, the Kiwanis in Willamina has been able to fund a part-time physician.

Wayne Endersby, Oregon EMS Association

Rose Howe is teaching an EMT-I class over the Internet through Blue Mountain Community College. Once a month, there is a hands-on, in-person session. Mr. Endersby would like to audit some of the classes, but is currently not allowed to do so.

Mr. Endersby's son-in-law was on *The Biggest Loser* this past year. He lost over 110 lbs. Even though he was eliminated early on, he is still being supported for his gym membership and his on-going progress is still being tracked by the program. He hopes to start going out and giving speeches.

Judy Ortiz, Oregon Society of Physician Assistants

At Pacific University, the program coordinators traveled to eastern Oregon clinics with members of NEOAHEC and were successful in getting some placements in those communities.

Public Input

Ms. Lund reported that she successfully finished the Portland Marathon.

The next RHCC meeting will be Thursday, January 19, 2012 at the ODA.

Adjourn