

What Can the Oregon Office of Rural Health Do for You?

Scott Ekblad, Director
Oregon Office of Rural Health

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- Ms. Cheese, CEO of Reedsport Community Hospital, wants to offer OB in her community
 - She contacts the Oregon Office of Rural Health...

The call is answered by Joanne Arnst,
our new Secretary/Receptionist



(Sorry Joanne – we'll get a better picture soon!)

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Joanne refers Ms. Cheese to Troy Soenen, Director of Field Services



Troy and his new Technical Assistance
Field Specialist go to work...



**(Unfortunately, our TA Field Specialist position is currently
vacant. Catch me later if you know of a good candidate!)**

The first thing Troy does is consult Emerson Ong, our Data Coordinator



Looks like we need a better picture of Emerson too!

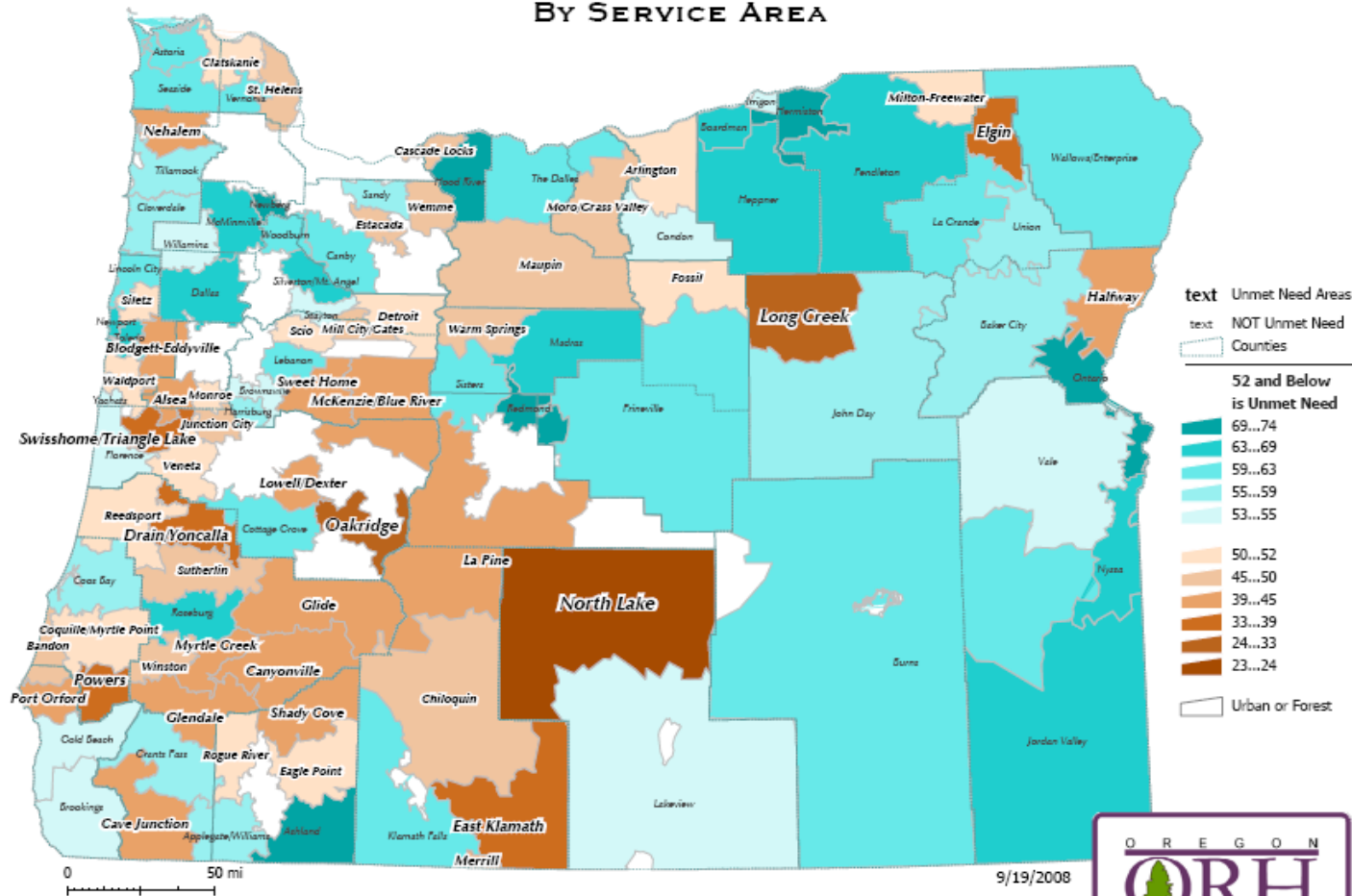


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- Emerson consults his comprehensive primary care database for the Reedsport service area and gives Troy the information he needs.
 - Troy determines that there is not enough projected demand to warrant an obstetrician, but a family practitioner who does OB would be a great fit for the community.

In fact, Emerson's annual update of our "Areas of Unmet Health Care Need" designations tells him that Reedsport could use other primary care providers, as well.



2008-2009 OREGON RURAL UNMET HEALTHCARE NEED BY SERVICE AREA





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- Troy goes to Reedsport to share all of this information with Ms. Cheese and the medical community.
 - Because Reedsport is deemed an “Area of Unmet Healthcare Need” Troy can inform the group that Reedsport is also a qualifying practice site for state loan repayment recipients.



Warning: this is a shameless plug...

Attend my session on the state loan repayment program at 10:45 tomorrow morning:

How to Make the State Loan Repayment Program Work for You

Troy tells Jo Johnson, our Recruitment Services Coordinator, that Reedsport wants to recruit a physician. Jo swings into action.





- Jo works with Ms. Cheese to put together a recruitment and retention strategy.
- Jo lists Reedsport's practice opportunity on the National Rural Recruitment & Retention Network (3RNet) web site for the lowly sum of \$500/yr.

www.3RNet.org

- Every time a candidate responds to Reedsport's ad on 3RNet, Jo follows up to make sure Ms. Cheese and her team do all the right things.

Eventually Reedsport is successful and Dr. Stork comes to town. Jo asks Linda Pepler, our Department Administrator, to contact him.



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Linda tells Dr. Stork about the incentive programs she administers for rural providers:

- State income tax credit program
- Medical malpractice reinsurance program
- TriCare tax credit program



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- Dr. Stork begins practice in Reedsport and finds that it can be difficult to keep his head above water in rural practice.
 - Troy explains Dr. Stork's options to him...Rural Health Clinic certification, creation of a Federally Qualified Health Center, hospital employment, etc.



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- Dr. Stork decides to recruit a PA or NP and become a federally certified Rural Health Clinic.
 - Troy gives him all the information he needs to do that, and works with him to make sure the is successful.
 - Troy also tells Bob Duehmig about Dr. Stork's new practice.

As Director of Communications, Bob makes sure that important information continually flows to and from the Office of Rural Health.



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- Bob interviews Dr. Stork and publishes an article about him in the ORH e-newsletter. He makes sure Dr. Stork is in the information loop.

(If you aren't receiving our newsletters,
you are missing out on great stuff!
Grab Bob and talk to him about it).



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- After Dr. Stork has been in Reedsport for a while, Ms. Cheese must send one of his charts out for external peer review.
 - She contacts Kassie Clarke, Community Grants Coordinator.

Kassie's primary responsibility is the Flex (Critical Access Hospital) Program



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- Kassie explains the technical assistance, education and funding opportunities through the Flex Program.
 - She also tells Ms. Cheese and Dr. Stork about the Oregon Rural Health Quality Network and all the opportunities to work with colleagues on quality improvement projects. Including ORHQN's peer review network.

ORHQN's peer review network is coordinated by Eric Jordan, ORH's Administrative Coordinator



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- Eric sends Dr. Stork's chart out for review by another rural Oregon FP w/OB for only \$35.
 - Eric also administers the state income tax credit program for rural volunteer EMTs.
 - He also keeps the world informed about rural health in Oregon through our web site, which he maintains.



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- Dr. Stork is very happy in Reedsport, but concerned about the impending sunset of the medical malpractice subsidy.
 - He contacts Scott Ekblad, Director of the Office of Rural Health.



(Scott hasn't changed his haircut in more than a decade.)



Scott works with the Oregon Rural Health Association and our friends in the state legislature to get a bill introduced that removes the sunset on the medical malpractice reinsurance program.



What can we do for you?

Thank you!

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