



# OREGON OFFICE OF RURAL HEALTH





# About The Oregon Office Of Rural Health

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The Oregon Office of Rural Health (ORH) has been the focal point for rural health in Oregon since 1979. Supported by the Federal Office of Rural Health Policy, the state of Oregon and Oregon Health & Science University, ORH offers assistance to hospitals, clinics and communities to strengthen the rural health care delivery system.



ORH work is aligned under the following service areas:

## WORKFORCE SERVICES

### PROVIDER RECRUITMENT AND RETENTION

ORH works with rural practice sites to help them recruit and retain practitioners, and with practitioner candidates to help them find suitable rural Oregon practice sites.

### PROVIDER INCENTIVE PROGRAMS

ORH manages loan repayment, loan forgiveness, tax credits and malpractice subsidy programs to incentivize the recruitment of rural Oregon providers.

*More on pages 6-7*

## FIELD SERVICES

### DATA & ANALYSIS

ORH provides data and analysis about rural health to providers, elected officials and government agencies, educators and members of the public.

### TECHNICAL ASSISTANCE

ORH offers technical assistance to rural communities and health care facilities to strengthen their health care delivery systems.

*More on pages 8-9*

## POLICY DEVELOPMENT AND ADVOCACY

The state legislature has charged ORH with “coordinating” the provision of health care to rural Oregonians and developing legislative proposals to benefit the health of rural Oregonians.

*More on pages 10-11*

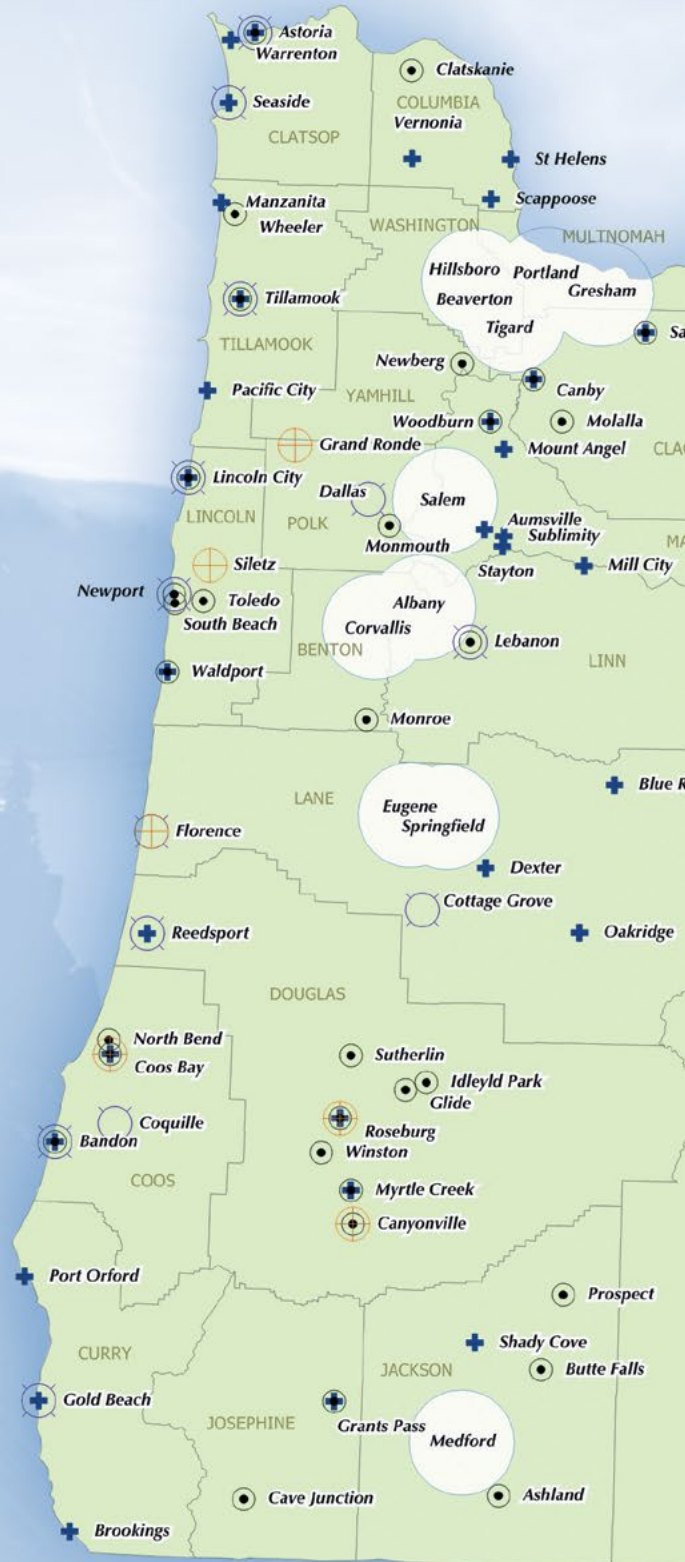


# What Is Considered Rural?

The Oregon Office of Rural Health defines rural as all geographic areas in Oregon ten or more miles from the centroid of a population center of 40,000 people or more. Frontier counties are defined as those with six or fewer people per square mile. Ten of Oregon's 36 counties are frontier.

*36% of Oregon's population lives in rural communities*

For more information on what is considered rural, or to determine if your community is rural, visit our website: [www.ohsu.edu/orh](http://www.ohsu.edu/orh)



# OREGON RURAL HEALTH CARE SAFETY NET



7/22/2016



WORK. PLAY. LIVE. 

# Workforce Services

The Workforce Services Team works to improve access to quality health care in rural and urban underserved communities through community-based recruitment and retention assistance to hospitals and clinics.

## *ORH Administered Provider Incentive Programs*

### **PRIMARY CARE LOAN FORGIVENESS (PCLF)**

Provides loans to students who are training in a rural specific program. Loans are forgiven if the student completes a service obligation in a qualified Oregon rural community. Participants include Western University of Health Sciences (COMP NW), OHSU Schools of Medicine and Nursing, OHSU Physician Assistant Program and Pacific University Physician Assistant Program.

Effective  
recruitment  
begins with  
retention  
in mind

*A primary care physician adds 24  
jobs and \$1.3 million in payroll to  
Oregon communities.*

*A nurse practitioner or physician  
assistant adds an additional  
12.8 jobs and \$680,000.*

Source: National Center for Rural Health Works,  
2014 NP/PA, Physician Impact Studies

## For Practice Sites

ORH has a full time recruiter who works with Oregon practice sites to market their opportunities and communities to health care providers and their families nationwide.

ORH has access to thousands of providers interested in practicing in Oregon's rural communities through our membership in the national nonprofit Rural Recruitment & Retention Network (3RNet). ORH also promotes rural Oregon communities, lifestyle and practice opportunities through various social media outlets. We connect interested providers with practice opportunities and inform them of available incentive programs.

## For Practitioners

The ORH Workforce Services Team works closely with students in the Primary Care Loan Forgiveness Program at OHSU, COMP-NW and Pacific University as well as the Scholars for a Healthy Oregon Initiative students at OHSU. These students are required to complete a service obligation in a rural or urban underserved community. We strive to match each of them with the right practice site and community.

The ORH Workforce Services Team administers loan forgiveness programs for health profession students who are training in Oregon, and loan repayment programs for practicing clinicians regardless of where they were trained. Other incentive programs administered by ORH include: a tax credit for rural practitioners, a tax credit for rural volunteer Emergency Medical Services personnel and a malpractice subsidy program for rural providers.

### **SCHOLARS FOR A HEALTHY OREGON INITIATIVE (SHOI)**

An OHSU-specific full scholarship for qualified students in OHSU Schools of Dentistry, Medicine, Nursing, and Physician Assistant Program. Students are required to complete a service obligation in a rural or urban underserved community.

### **OREGON MEDICAID PRIMARY CARE LOAN REPAYMENT (MPCLRP)**

Three year program focused on primary care clinicians serving Oregon's Medicaid population in rural and urban underserved communities.

### **OREGON PARTNERSHIP STATE LOAN REPAYMENT (SLRP)**

Supported by a grant from the Health Resource Services Administration and matched 1:1 by participating sites. Program is a two year service commitment focused on primary care providers practicing in Health Professional Shortage Areas (HPSA).

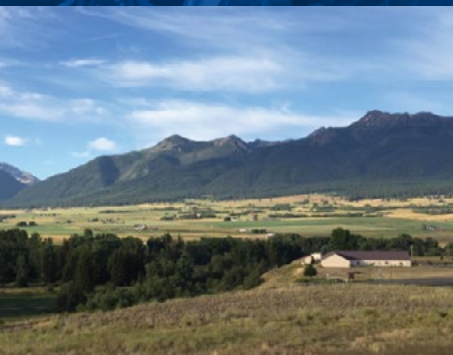
### **BEHAVIORAL HEALTH LOAN REPAYMENT (BLRP)**

One year program focused on behavioral health providers who are working toward licensure and agree to serve underserved populations.



# Field Services

The Field Services Team provides information and technical assistance to rural clinics, hospitals and communities. Field Services also administers grants for projects that enhance the quality and accessibility of health care in rural Oregon.





## Data and Analysis

### Areas of Unmet Health Care Needs Report

Published annually by ORH to determine how rural communities compare in terms of health care need. It is used to determine which areas can receive governor's designations of under-service, help identify which rural hospitals receive cost-based Medicaid reimbursement, and to allocate resources from ORH.

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### Service Area Profiles

A geographic, demographic, socioeconomic, and health status profile for each of the 104 rural primary care service areas. This data is especially useful for facilities and communities working on Community Health Needs Assessments or grant applications.

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### Customized Data Analysis, Presentations and Mapping

ORH is available to create customized datasets and maps depicting vital statistics, workforce, health status and utilization information.

## On-Site Technical Assistance

### Rural Listening Tour

ORH conducts an annual Rural Listening Tour of hospitals and clinics to understand the challenges facing these providers. The goal is to unify statewide partners around actionable assistance to rural healthcare challenges.

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### For Clinics

ORH provides guidance on becoming a certified Rural Health Clinic (RHC), assistance on compliance and operations and Practice Assessments that include: market share, supply & demand, productivity, coding, staffing levels, staff satisfaction, and clinic benchmarks.

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### For Hospitals

ORH provides customizable benchmarking tools for MBQIP and HCAHPs reporting, quality and operational improvement training, grant opportunities, scholarships to attend conferences and funding to purchase technology, equipment, or create shared savings programs.

## Grant Support

### For Grant Applicants

ORH provides community-level data and review of your application. Information about your grant project can be shared with partners, on our website and through our social media.

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### For Funders

ORH can help you publicize your grants and provide rural perspective on your grant review. We also partner to administer grant programs.

# Policy Development & Advocacy

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The Oregon Office of Rural Health is mandated by the Oregon Legislature to “Coordinate statewide efforts for providing health care in rural areas” and “Develop enabling legislation to facilitate further development of rural health care delivery systems.”





# Advocating for Rural Oregon

The obstacles facing health care delivery in rural communities can be as diverse as the communities themselves. Economic factors, cultural and social differences and, in some cases, the isolation of living in remote areas can be impediments to health.

ORH considers it a priority to continually remind policymakers that a rural health care environment is different than an urban one, that solutions developed for one may not be effective in the other, and that an urban model of health care delivery cannot simply be “scaled down” to fit a rural community.

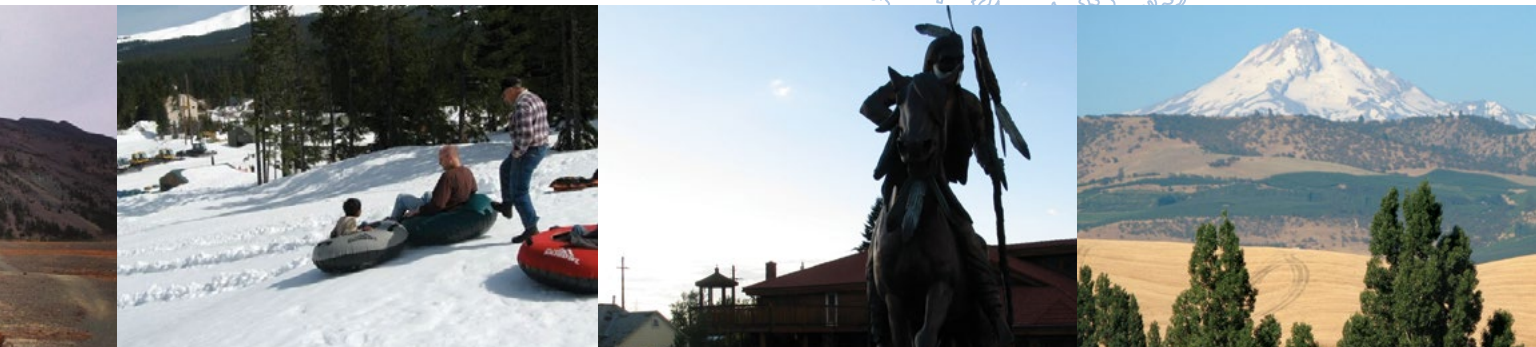
The implementation of the Affordable Care Act at the federal level, and Oregon’s health care transformation at the state level, offers opportunities and challenges for our rural communities. ORH works closely with federal and state legislators and regulatory agencies to ensure that changes in our delivery and payment models take into account the unique challenges facing our rural communities.

**Strengthening partnerships  
among stakeholders for  
successful policy development**

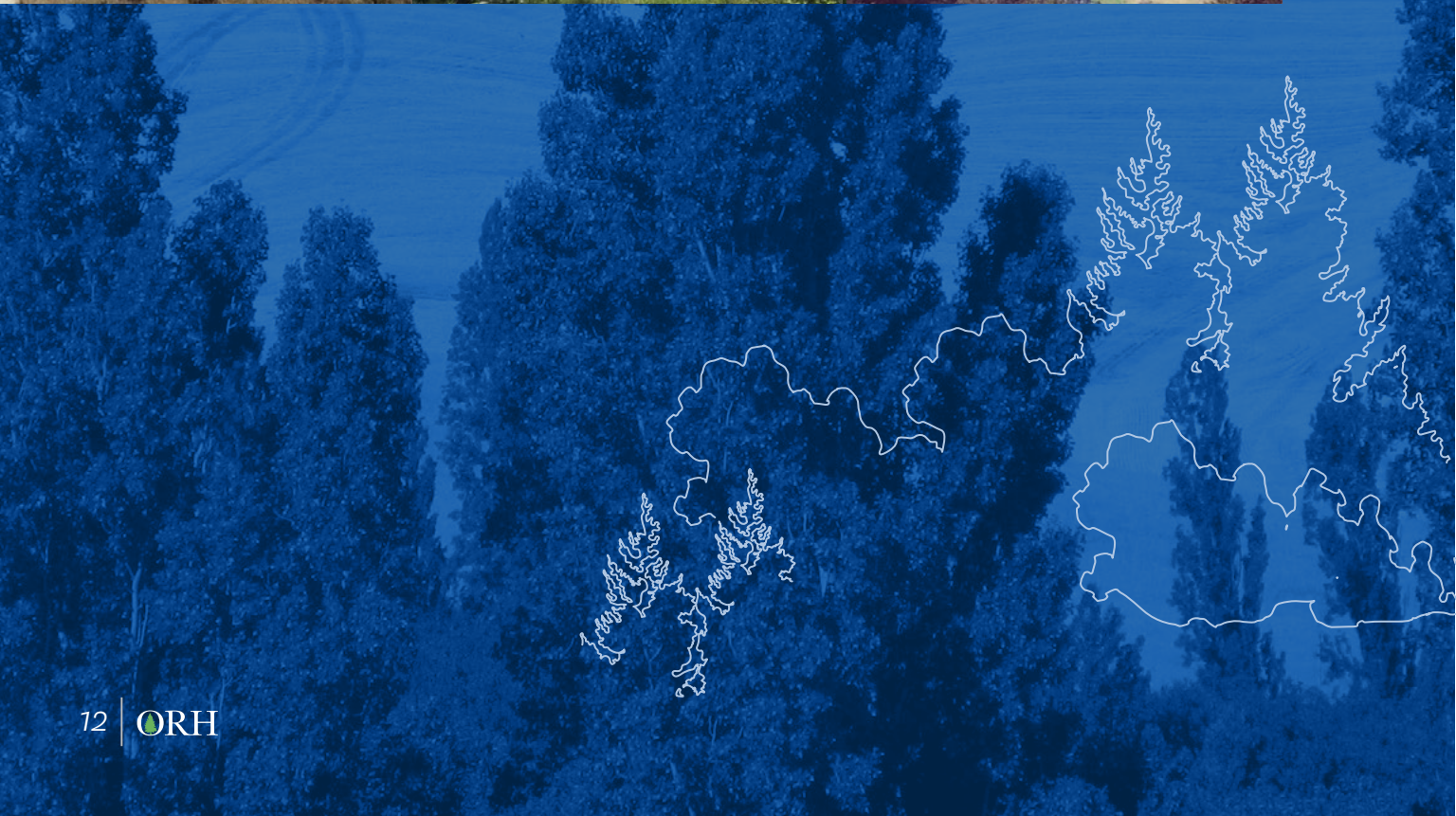
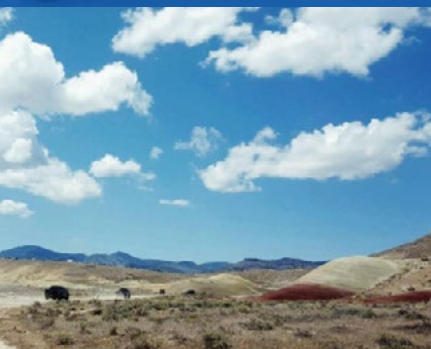
**Representing Oregon’s  
rural interests to federal  
and state legislators**

**Conducting independent  
research and reporting  
on rural health issues**

**Hosting the largest  
conference dedicated to  
rural health issues;  
bringing together providers,  
consumers, administrators  
and policy makers**







# Annual Oregon Rural Health Conference

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For more than three decades, the annual Oregon Rural Health Conference has been the largest gathering in Oregon dedicated to rural health care. ORH presents innovative approaches to health care issues, and brings together providers, administrators, patients, activists, policy makers and others concerned about health care in rural Oregon to learn from one another. Conference presentations and information can be found on the ORH website.





# Supporting Rural Emergency Medical Services

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Emergency Medical Services (EMS) are provided by volunteers in much of rural Oregon. Volunteers respond 24 hours a day, 7 days a week, 365 days a year. Their training requires time off of work and away from their families, as well as pay out of their own pockets. ORH started a fundraising campaign to raise funds to help offset the costs incurred by these volunteers. ORH awards grants to individuals for their out of pocket expenses, and to rural EMS agencies to conduct local trainings. The grant program has awarded roughly \$20,000 per year in support of rural EMS.

*The OHSU Foundation is a 501(c)(3) tax-exempt organization and is the repository for all private grants and charitable donations in support of OHSU. The Taxpayer Identification number is 23-7083114. 100% of donations to the campaign go directly toward the rural volunteer EMS grant program.*



Learn more about  
The Oregon Office of Rural Health  
at: [www.ohsu.edu/orh](http://www.ohsu.edu/orh)



## EXPLORE

WATERFALLS  
HIKING  
CRATER LAKE  
FISHING  
PAINTED HILLS  
CAMPING  
LAVA BEDS  
WINE TASTING  
COLUMBIA GORGE  
KITE SURFING  
SMITH ROCK  
MOUNTAIN BIKING  
HOT SPRINGS  
RIVER RAFTING  
HIGH DESERT  
SNOW BOARDING  
TILLAMOOK FOREST  
KAYAKING  
COASTAL DUNES



OREGON OFFICE  
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of RURAL HEALTH

## Get in touch

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