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Kentucky *Rural Health Update*

A quarterly newsletter update of the Kentucky Rural Health Association.

An Exciting Upcoming Year for KRHA



Submitted by Sheri Erwin, President

The 2013 KRHA Conference was great success! Conference attendance was a record high as was the number of exhibitors. The Railroad Museum was a real treat and a great networking opportunity. Things have been very busy since the conference. A Cost Reporting Workshop was sponsored with Kentucky Health Financial Managers Association on October 24th with a capacity crowd of 52. A big thanks to Blue and Company for obtaining out of state speakers for this workshop. There has been many requests to repeat this workshop in the spring and we are looking at a time and place for this event. This was a free workshop offered to KRHA members.

Plans are in the works for a

continuation of the Controlled Substance Regulation Panel discussion which took place on Friday of the conference. During this presentation it was suggested by KRHA members that a day conference on this topic was needed. This one day conference will be in the spring probably in Somerset at the Center for Rural Development, but details will be announced in the near future. This will be a joint venture with KRHA and the Kentucky Justice Department.

KRHA continues the partnership with Smoke Free Kentucky and will fulfill the obligations of our grant from them on December 31, 2013. Anyone interested in joining the committee contact David Gross at

David.Gross@st-claire.org, or contact Tina McCormick at krha@twc.com.

It is not too early to start planning for the NRHA Policy Institute on February 4-6, 2014 in Washington, D.C. For more information go to <http://www.ruralhealthweb.org/go/events/rural-health-policy-institute>. This will be my first trip and I am excited and would love to have a large delegation from Kentucky as usual.

I have saved the best for last! Doc Hollywood, Neil Shulman, will be our key note speaker for our 2014 KRHA Conference. Mark your Calendars for September 16-18, 2014 and plan to be educated and entertained in Bowling Green. More details to follow!

Dr. Steve Davis Wins KRHA Dan Martin Lifetime Achievement Award from KRHA

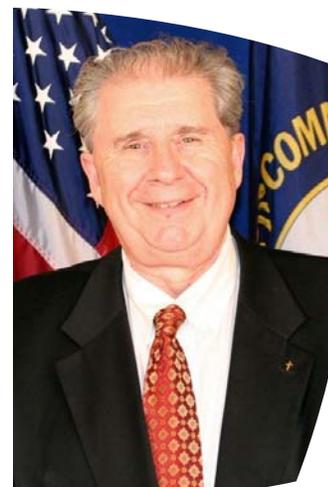
Submitted by Chris Workman, MASW

Every time I hear someone behind me say, “hey pal” I have to turn my head. Why, you may ask? Well, anyone who knows Dr. Steve Davis knows that this is his greeting to most everyone. When I met Dr. Davis, I initially thought he used “hey pal” as a greeting so he didn’t have to remember anyone’s name. What I found after

years of working together is that he actually knows your name; he just truly considers everyone he meets as a “pal.” What the average Kentuckian doesn’t realize is that they have had a “pal” in Dr. Steve Davis for many years.

Dr. Steve Davis, “Doc” to those of us who know and worked with

him for years, is a native of Eastern Kentucky and is a Pediatrician by training. He received his M.D. degree from the University of Kentucky and completed his internship and residency in Pediatrics at the University of Kentucky Chandler Medical Center. Dr. Davis went on to practicing pediatrician



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KRHA’s Smoke-Free Project Progressing Nicely

Submitted by David Gross, MPA

KRHA is now more than two months into its formal collaboration with the Smoke-free Kentucky organization to help promote a statewide smoking ban in all indoor workplaces and public places. A bill to that effect will be considered during the state legislative session that begins in January. The smoke-free initiative was KRHA’s top legislative agenda item during the 2013 General Assembly session.

Executive Director Tina McCormick is coordinating KRHA’s involvement with this collaboration, which is funded by the American Heart Association. KRHA also is seeking participation from its more than 400 members, as the association needs to demonstrate engagement

in rural locations across the state.

Kentucky continues to lead the nation in adult smoking rate and lung cancer mortality – and, of pertinence to this project, the American Lung Association reports that tobacco use is often more socially acceptable in rural areas. The project’s stated objectives include:

Create a KRHA Smoke-free Committee. This has been accomplished, with the first meeting held on Oct. 7 and the author serving as chair.

Obtain 10 smoke-free resolutions. Several smoke-free resolutions were obtained from various businesses and agencies before and during KRHA’s 15th Annual Conference in September, so this goal is within reach.

Train at least 10 rural spokespeople. Board member Anna Jones, Legislative Committee Chair Denise Bingham, and Smoke-free Committee member Ryan Burt are among KRHA’s members who are integrating smoke-free messages into their work-related presentations. In addition, the author will join Scott Lockard, director of the Clark County Health Department and Smoke-free Kentucky leadership team member, to discuss the smoke-free initiative on “Health Matters,” a weekly radio show hosted by KRHA member Dr. Tony Weaver. The program is scheduled to air Nov. 23 on Morehead State Public Radio.

Publish 15 letters to the editor in rural communities. Approximately 10 letters penned by KRHA

members have been published or are under consideration, so this goal is within reach.

Solicit 15 newspaper editorials. A subcommittee of the Smoke-free Committee (including the author, KRHA Secretary Melody Nall, Public Information Committee Chair Andrew Bledsoe, and past president Dwain Harris) will be collaborating with Smoke-free Kentucky representatives and their PR firm throughout November to schedule editorial board meetings with numerous rural newspapers.

KRHA members should feel free to contact the author at dagross@st-claire.org or McCormick at krha@twc.com to indicate what role(s) they are willing to play in the project, which will continue through the end of December.



Re-Introducing KRHA's Facebook Page with a Bang for Rural Health Day

Submitted by Andrew Bledsoe, MBA

others around the state. This is a great communication method to ensure that your voice advocating for rural health can be heard.

To kick off the updated page, we are sponsoring a trivia contest in conjunction with Rural Health Day on November 21, 2013. At 12:00pm est./11:00am cst., a trivia question will be posted to the Facebook page and the first person to answer the question correctly will be rewarded with a KRHA shirt and Consumer/Community membership for a year! Make sure to like our page and be watching for the question on the 21st!

The Kentucky Rural Health Associations Communications Committee has been working over the past several months to update and refresh the information on our Facebook page. We are excited to introduce this as a new mode of communications in reaching out to the entire membership about events, conferences and

opportunities. Please navigate to the page by using the search word, "Kentucky Rural Health Association". Once you have checked out the page make sure to click the like button to receive updates from KRHA. Please feel free to suggest the page to any of your friends, whether they are a KRHA member or not. We are excited to reach a new audience about rural health topics and would love to get information to everyone.

In working to keep the information current and meaningful, we need your help in learning about topics or events that could be posted up for friends of the page. Feel free to tag the Kentucky Rural Health Association in any of your Facebook posts or pictures that you may have from previous events. In addition, look for posts that show up in your newsfeed relating to current topics and use this as a tool to engage in conversation with

The first annual Cost Reporting Workshop was held in Lexington Kentucky at the Saint Joseph Keeneland Health Education Center in Lexington. We had initially arranged for forty (40) attendees, but were able to increase the number to fifty (50) to accommodate the requests to attend. The workshop proved to be a successful event and we plan to have additional types of workshops available in the near future.

The following items were covered:

- Medicare reimbursement methodologies
- Summarize cost report data requirements
- Reporting meaningful use & EHR Costs
- Worksheet S-10 reporting
- Analysis and crucial numbers

If you have ideas for future trainings, please email Tina McCormick at krha@twc.com or call (270) 577-1707.

1st ANNUAL COST REPORTING WORKSHOP Lexington, KY

Sponsored by KRHA and Kentucky's Healthcare Financial Management Association

Submitted by Tina McCormick

Executive Director's Report

Submitted by Tina McCormick



It's Monday morning, November 11, 2013 Veteran's Day. I just returned from a ceremony honoring veterans in the community I live. What an honor it was to express thanks to those individuals.

As a rural health association, we should always be striving to serve our communities at the very least by mirroring the commitment of those veterans that have served our country. By improving the health status for rural Kentuckians through education and advocacy, we can make a difference in many lives.

For many of you, this is the first chance you will hear from me as your Executive Director. I took over as Executive Director officially in May 2013. Fortunately this is not my first role in educating and advocating for healthier Kentuckians. I have been in this "health" arena for most of my adult life and lived

primarily in a rural community for almost all of my life. I have always wanted to be in a position to make a difference, whether in an organization that I worked for or to the people that I serve. The board at the time of my hire expressed their sincere wish to grow and expand the Kentucky Rural Health Association and it certainly has been a busy time since I received that position. We have been and continue to work toward improving membership numbers, sponsorships, trainings and funding. I would like to see our association become the "go to" organization. I am looking for grant opportunities and becoming more familiar with other associations that become partners in our endeavors.

In September we held our annual conference in Bowling Green Kentucky with record attendance, sponsors and exhibitors. Most recently, we partnered with Blue and Co. to provide a training opportunity "Cost Reporting Workshop 101" to our members and have been funded through the American Heart Association to work with Smoke Free Kentucky to make Kentucky "Smoke

Free" and we are busy daily working on our goals of this grant-based funding. I have every confidence that we will continue to focus on our mission and improve our outcomes as we move ahead.

I am thrilled to be a part of an association that truly cares for the communities we serve. It is my hope that we continue to grow and

become one of the premier rural health associations in the nation. It is a pleasure for me to work with a board of directors that truly believes and supports the mission of our association as well as their support of me as Executive Director. Please feel free at any time to share with me or our board your needs, concerns or ideas for our furthered success.

Ernie Scott Named Director of KY Office of Rural Health

Submitted by Beth Bowling

Hazard, Ky. (Nov. 11, 2013) – Ernie Scott has been named director of the Kentucky Office of Rural Health (KORH), at the University of Kentucky (UK) Center of Excellence in Rural Health (CERH).

Scott joined KORH in January 2012 as a rural project manager, and assumed his new post on Nov. 1, following the retirement of former KORH Director Larry Allen, who held the position for more than a decade.

"We are certainly fortunate to have had Larry Allen's expert leadership and service for the last decade. And, now we are pleased to welcome Ernie Scott to

his new position. I am confident his years of experience and passion for rural health will enable him to support many rural communities in their efforts improve quality and access to health care," said Dr. Fran Feltner, director of the UK CERH.

Prior to his role at KORH, Scott was employed at Mountain Comprehensive Health Corporation as the director of planning and special projects. He has more than 15 years of rural healthcare experience - ranging from clinic to hospital to academic settings – and also serves on a number of national, regional, state and local advisory boards and boards of directors

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KRHA Encourages Members to Celebrate National Rural Health Day

Submitted by Andrew Bledsoe, MBA

The Kentucky Rural Health Association encourages its members to join the National Organization of State Offices of Rural Health (NOSORH) and other state/national rural stakeholders to “Celebrate the Power of Rural” during the third annual *National Rural Health Day* celebration on **Thursday, November 21, 2013**.

NOSORH created National Rural Health Day as a way to showcase the good works of America’s 59.5 million rural citizens and promote the efforts of NOSORH, State Offices of Rural Health and others in addressing those concerns.

“At the same time, National Rural Health Day gives us an opportunity to raise awareness of the unique healthcare issues being faced by rural citizens, particularly a lack of healthcare providers and affordability issues

resulting from larger percentages of un-/underinsured citizens and greater out-of-pocket health costs, to name a few,” says NOSORH Director Teryl Eisinger. “And while the Affordable Care Act may make health care more affordable for rural Americans, it doesn’t necessarily make it more accessible – a lack of public transportation, fragile infrastructures, and geographic barriers also must be overcome in order to ensure that all rural safety net providers can adequately meet the basic healthcare needs of their residents.”

Events recognizing National Rural Health Day and “Celebrating the Power of Rural” are being planned throughout the nation. While **KRHA** is planning to mark the occasion with a trivia contest linked with our Facebook page, you can find out more information about other activities around the state

and nation by checking out the National Rural Health Day website at www.celebratepowerofrural.org.

As it has in years past, NOSORH will join forces with representatives of various State Offices of Rural Health and its various National Rural Health Day partners to present a series of FREE webinars highlighting the good work being done across the nation to address rural health concerns. You will find the webinar schedule to the right. To join any of these webinars, go to www.powerofrural.com

In additions to the webinars, plans are also being made for NOSORH to host a *National Rural Health Day Press Conference/Celebration* at the *National Press Club in Washington, DC* at **10:00 EST** on Thursday, November 21.

Please join us on the 21st by celebrating rural health across the state!

12:00 PM EST: AgriSafe – Protecting the People Who Feed America

Natalie Roy, MPH,
Executive Director,
AgriSafe Network
Carolyn Sheridan, BSN,
Clinical Director, AgriSafe Network

1:00 PM EST: Rural 101 – The Basics of Rural Health

Kristine Sande, Program Director, Rural Assistance Center

2:00 PM EST: Population Based Health and Health Promotion in Rural

Lynda Bergsma, Program Director, Arizona Center of Rural Health
Caroline Ford, Former Director, Nevada State Office of Rural Health

3:00 PM EST: The Affordable Care Act in Rural America

Tom Morris, Associate Administrator, Federal Office of Rural Health Policy
Deepti Loharikar, Public Health Analyst, Federal Office of Rural Health Policy
Aaron Fischbach, Public Health Analyst, Federal Office of Rural Health Policy

4:00 PM EST: Resources for Recruitment, Networking, and Telehealth

Mike Shimmens, Executive Director, National Rural Recruitment and Retention Network
Rebecca Davis, Ph.D. Executive Director, National Cooperative of Health Networks Association
Kathy Hsu Wibberly, Ph.D. Director, Mid-Atlantic Telehealth Resource Center

Looking for more ways to become involved in KRHA? Join a committee! The Communications Committee is seeking individuals with a communications or marketing background or just an individual who is willing to assist with KRHA’s communications endeavors! Contact Andrew Bledsoe at 606-824-0484 or at a.bledsoe@nekyrhio.org for more information.

Dr. Steve Davis
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initially in Glasgow, Kentucky and later established a large pediatric medical practice in Pikeville, Kentucky, which provided comprehensive pediatric care to approximately 16,000 children. He recruited five Pediatricians and established evening and outreach clinics to improve access to care to the underserved and he worked with Pikeville Methodist Hospital helping to establish a Level II Neonatal Intensive Care Unit and a Pediatric Transitional Care Unit for critically ill children. After over twenty years as a practicing physician and serving the needs of rural Kentucky, Dr. Davis chose to enter into a career of public service to further assist the needs of Kentuckians and become a “pal” to all Kentuckians.

Dr. Davis served as the Director for the Division of Maternal and Child Health in the Kentucky State Department for Public Health from 1995 until 2005. In 2005 he was appointed as Deputy Commissioner/Senior Deputy State Health Officer and in 2010 he was appointed Acting Commissioner of the State Department for Public Health and served in that role until his retirement in October 2012. During his public

health career Dr. Davis has led public health efforts that have resulted in legislation to establish early childhood development programs that include Birth Defects Prevention, Home Visiting Programs for improved pregnancy outcomes (HANDS), Healthy Start in Child Care, Immunizations for Underinsured Children, Early Childhood Mental Health, Oral Health for Children, Newborn Metabolic Screening expansions, establishment of the Diabetes Centers of Excellence to provide management and treatment of diabetes, expansion of the safety net systems through

Ernie Scott continued
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including the Kentucky Rural Health Association.

Scott will oversee all aspects of the KORH, including the Small Rural Hospital Improvement Grant Program (SHIP), The Kentucky State Loan Repayment Program (KSLRP) and the Kentucky Rural Hospital Flexibility Program (FLEX). KORH provides a framework for linking small rural communities with state and federal resources while working toward long-term solutions to rural health issues.

Scott is a graduate of the Hazard Community College Radiologic Technology Program and

strategic development of professional shortage areas, and led the creation of the Governor’s Kentucky Prescription Assistance Program (KPAP) that has obtained over \$320 million in free medications for low income Kentuckians in the last four years. The fact of the matter is that there really isn’t a state health program in Kentucky during the last twenty years that Dr. Davis was not involved and helped shape.

Dr. Steve Davis has dedicated his life to improving the lives of Kentuckians, particularly those in rural and underserved areas. For nearly forty years now

also holds a bachelor of arts in health care administration from Midway College. He resides in Letcher County with his wife, Tiffany, and their six-year-old daughter.

The UK CERH serves as the federally designated KORH. The mission of the UK CERH is to improve the health of rural Kentuckians. The UK CERH accomplishes this through education, research, service, and community engagement. The KORH mission is to support the health and well-being of Kentuckians by promoting access to rural health services.

Based in Hazard, Ky., a coal mining town

Dr. Davis has been a quiet unsung “pal” to all Kentuckians and it was my pleasure to nominate and present Dr. Steve Davis with the KRHA 2013 Dan Martin lifetime achievement award. I should note that just prior to the award ceremony to present this honor to Dr. Davis, he came out of retirement to become the Executive Director of HealthFirst. HealthFirst is a Federally Qualified Health Center (FQHC) that serves the underserved population in Lexington, Kentucky. The patients of HealthFirst have no idea what kind of real “pal” they have assisting them in receiving their care.

of about 6,000 people, the UK CERH employs approximately 180 people across the Commonwealth, including counties in eastern and western Kentucky and along the southern border. With a presence in nearly two-thirds of Kentucky’s 120 counties, including the Delta and Appalachia regions, the Center has a long history of award-winning programs and innovative collaborations between academic, community, and government groups.

For more information on KORH services and resources, please visit www.kyruralhealth.org.