



News You Can Use

A newsletter of the Indiana Rural Health Association
October 23, 2009

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IRHA's Terre Haute Office to Move October 30

The IRHA Terre Haute office will be moving on October 30 to Corporate Square on the east side of town. The office space is very professional and gives the IRHA staff an opportunity to host more meetings locally with our partners. The local United Way agency donated some furniture and storage cabinets. Please stop in and visit the new office space at 2901 Ohio Blvd., Suite 110, if you are ever in the vicinity.

Logansport Memorial Hospital's Brian Shockney named to AHA task force

Memorial's CEO Brian Shockney has been asked to serve on an American Hospital Association task force on Variation in Healthcare Spending on November 10 and 11 in Washington DC. The focus of the group is to develop a uniform, comprehensive approach to reimbursement from Medicare and Medicaid, instead of the many different payment methodologies currently in place.

Background: Variation in resource use per beneficiary has long been documented. Some variations occur in geographic areas, provider costs, economic conditions, health status or demographic characteristics of the population, such as disease prevalence, and rates of obesity or poverty. But even when payment factors are taken into account and attempts are made to adjust for differences in health status, wide variations still persist.

The Task Force is charged with:

- Developing a set of principles to support the creation of policies to reduce unwarranted variation in the provision of health care services;
- Identifying a set of factors that contribute to justifiable differences in health care spending;
- Exploring the relationship between quality and cost;
- Developing criteria for assessing efficiency that could inform policies that would reduce unwarranted variation;
- Assessing the extent to which value-based purchasing, bundling and other delivery system reforms could reduce inappropriate variation; and
- Proposing policies, including payment policies that could lead to reductions in inappropriate variation.

Logansport Memorial Hospital is an 83-bed, HFAP accredited, regional medical center providing healthcare services to residents in Cass County and the surrounding areas of north central Indiana.

Indiana State Department of Health Awarded Grant from Housing of Urban Development to Address Lead Hazards

INDIANAPOLIS—The Indiana State Department of Health (ISDH) announced that Indiana was one of 18 states to receive funding from the Office of Healthy Homes and Lead Hazard Control with the U.S. Department of Housing and Urban Development. Indiana was awarded a grant for more than one million dollars to address lead hazards and healthy homes issues in dwellings occupied by children with elevated blood levels. These funds will be utilized in areas not previously covered by a lead hazard control grant.

Currently Elkhart, Fort Wayne, Gary, Indianapolis, and South Bend all have funds for lead hazard control activities in the state.

The program will evaluate 400 homes for lead paint and lead hazards and conduct outreach and education to reach at least 2,700 people through its partners and other organizations and to provide training to 250 people.

“To receive this grant indicates to people how hard the Indiana State Department of Health is working to better the health and welfare of Hoosier children, Indiana’s most valuable resource,” said State Health Commissioner Judy Monroe, M.D. “And to be one of HUD’s selections is impressive. This grant will definitely help Indiana to become a healthier state.”

The ISDH will partner with the Indiana Housing and Community Development Agency and the Indiana Community Action Agency in association with its 24 community action agencies statewide. This includes the Environmental Management Institute and Improving Kids’ Environment.

Additionally, the ISDH will be awarded \$70,000 in Lead Hazard Control and Healthy Homes Demonstration funds to promote and develop healthy homes along with the lead hazard control work. The program will include remediation measures for defective smoke detectors or batteries, furnace maintenance needs, trip/fall hazards/electrical hazards, dangerous water heater temperatures, pests, water and mold, carbon monoxide leaks on gas water heaters and other combustion appliances.

“The Indiana State Department of Health is excited to be able to address lead hazards in homes where children have been identified with an elevated blood lead level uniformly across the state,” said Dave McCormick, director, Indiana Lead and Healthy Homes Program. “This important funding addresses a barrier that was identified by the Indiana State Department of Health and provides remediation activities to all Hoosier children regardless of where they live.”

To find out more about the ISDH, visit: www.statehealth.in.gov.

Does Medicaid Cover Tamiflu?

Medicaid and all Medicaid Managed Care Organizations cover the use of Tamiflu. Medication denial may be the result of incorrect billing or member ineligibility. Questions regarding denied claims should be directed to the entity to which the patient is enrolled.

Traditional Medicaid: 1-800-577-1278

Anthem: 1-866-629-1608

Managed Health Services (MHS): 1-800-460-8988

MDwise: 1-800-356-1204

New Prenatal Substance Use Training DVD!

The Indiana Perinatal Network has produced a unique training DVD to educate health care providers on proper screening and treatment for pregnant women using tobacco, alcohol and other drugs. *"Integrating Screening and Treatment of Substance Use into Routine Prenatal Care"* incorporates practical role-play scenarios with clinical and research-based materials and interventions. It also emphasizes the importance of taking a supportive / empathetic approach with pregnant women as opposed to a shame based approach. Recent research indicates that only 5% to 10% of pregnant women are identified and receive appropriate treatment for their substance use disorder.

The DVD features the work of Dr. James Nocon, Clinical Associate Professor, IU School of Medicine and Director of the Prenatal Recovery Clinic at Wishard Memorial Hospital. This first of its kind educational product was produced in cooperation with the IU School of Medicine, the Indiana Chapter of AAP, the Indiana Section of ACOG, the IN State Department of Health, Indianapolis Healthy Start and the Indiana March of Dimes. The DVD has been approved for CMEs, nursing contact hours and social work CEUs.

For more information and to order copies, go www.indianaperinatal.org or call 866-338-0825.

Black Lung Clinic

Southern Illinois and Southwestern Indiana Respiratory Disease Program has partnered with AP&S to offer a new Black Lung clinic at its pulmonology office. Dr. Dultz and Dr. Gowda are going to be evaluating patients for Black Lung and other occupation lung diseases, such as COPD and Emphysema. The first Tuesday of each month has been set up for a Black Lung clinic. The first clinic was 10/6/09. Next month's clinic is scheduled for 11/3/09, and appointments are being accepted for that clinic. After getting their testing, the patients meet for counseling on whether they might qualify for the Federal Black Lung benefits. If they qualify, they receive help filing the paperwork that same day.

The clinic is called the AP&S Coal Miners Clinic and is located in the pulmonology clinic at 1530 N. 7th Street, Suite 200, in the Union Professional Office Building. For scheduling of the evaluation or more information, miners need to call the office toll free at (866) 287-8743.

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Worth the Wait

People usually consider the time they spend in waiting rooms as wasted, but a new Indiana program is ready to change this.

The Indiana Health Information Network uses video screens located in waiting rooms to offer ideas about health care. A series of simple posters cover different topics, including:

- Flu information and prevention
- Tips for getting the most out of a health care center visit
- Proper use of child safety seats
- Resources for people who want to quit smoking
- Preventing child tooth decay

Don Yost, the director of the Network, tested the program in the waiting room of Maple City Health Care Center in Goshen, Ind. Staff working at the Center's front desk noticed patients attentively watching the series of posters.

“Maple City Health Care Center recognized that information can improve health outcomes,” says Yost. “The Center tried displaying printed brochures and paper posters, but people in the waiting room ignored both.”

Several Health Care Centers throughout the state have experimented with CHC-TV, a nationwide program that offered to display relevant health information in a TV format. The feedback about CHC-TV from several Centers Yost contacted was overwhelmingly negative, with centers reporting that the commercials, sound and video added too much clutter to the waiting room environment.

The Indiana Health Information Network contains no advertising, sound or video. “The posters gently invite attention,” Yost explains. “Moving video, especially with ads, demands attention to the point that we’ve all learned to tune it out.”

Yost points to Arbitron research that indicates 90% of visitors recalled seeing a series of posters and 80% said they actually watched the screens. Recollection was higher for the digital posters than the same message delivered by TV.

The digital posters can be quickly produced and, because the Network uses the Internet to deliver content, posted across all screens in a matter of hours.

All costs of joining the Network, including the digital signs, installation, maintenance and content, are included in a three year package. A monthly lease program is also available.

“As with most of the services that health centers provide, it’s hard to put a price tag on the benefits of the Network,” Yost concludes. “For myself, I like to think that a child might receive regular immunizations because of a poster her parents saw while spending time in a waiting room.”

The Indiana Health Information Network is a project of RedPost, an Indiana-based company located in Goshen, Ind. To join the network, email Don@theredpost.com or call 574-202-6032.

For Healthy Teeth:

Help your child learn how to brush her own teeth



One of Indiana Health Information Network’s posters.

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