

Summer 2020



CAHoots Newsletter is funded through the IN FLEX State Office of Rural Health (SORH).

IRHA Receives Funding For New Rural Maternity Care Coordination Program

The Indiana Rural Health Association (IRHA) was awarded funding from the Health Resources and Services Administration (HRSA) (Grant #D78RH39351) to establish the Rural Maternity Care Coordination Program. This program will be directed by long-time IRHA staff member, Cindy Large, BS N, RN, with a goal of improving access and health outcomes for mothers and their babies in three Indiana rural counties: Greene, Owen, and Putnam.



The program partners at Greene County General Hospital (Brenda Reetz, CEO), Indiana Health Centers in Owen County (Elvin Plank, President/CEO), and Putnam County Hospital/Putnam Women's Healthcare (Dennis Weatherford, CEO) will continue to focus their efforts on delivering an integrated maternal/perinatal navigator service by establishing an effective care coordination workforce to collaborate and share data to improve maternal outcomes.

The aim of the program is to enhance the current scope of perinatal care coordination efforts to include telehealth modalities to increase access to assessments, screenings, resources, and treatment during COVID-19 restrictions in the rural hospital and clinic settings. For the past three years, the three IRHA partners have been participating in the IRHA Maternity Outreach Program (HRSA Grant #DO4RH31782) to create a perinatal navigators program to provide increased access, administer patient screenings, and provide resources and education to mothers and their families to decrease infant mortality in Indiana. The partners have successfully implemented an extensive pre/postnatal online screening tool and have been collecting data through the IRHA platform (REDCap). The data collected and reported has been used to enhance current maternity care services and provide an opportunity to identify needs to escalate their individual facility's quality improvement efforts.

Our partners are uniquely positioned to meet all goals and objectives of the IRHA Maternity Care Coordination Program, and we look forward to continuing this work with them.¹

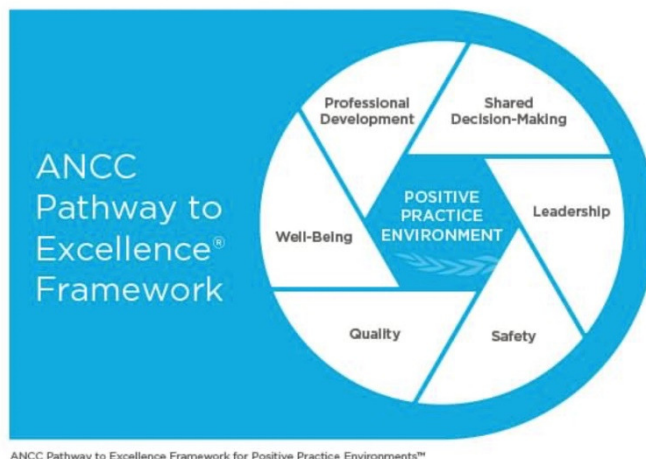
¹ This Rural Maternity Care Coordination Program is supported by the Health Resources and Services Administration (HRSA) of the Department of Health and Human Services (HHS) as part of financial assistance award totaling \$750,000 with 100% funded by HRSA/ HHS and zero funded by non-government source(s) The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA/HHS, or the U.S. Government.

IU Health White Memorial Achieves Pathway to Excellence Designation

Commitment to a Positive Practice Environment and a Culture of Sustained Excellence

Monticello, IN. – Indiana University Health White Memorial joins a premier group of organizations that have received Pathway to Excellence® designation from the American Nurses Credentialing Center (ANCC).

The Pathway designation is a global credential that highlights IU Health White Memorial's commitment to creating a healthy work environment where nurses feel empowered and valued. IU Health White Memorial's nurses are an integral part of the healthcare team, with a voice in policy and practice. Pathway nurses are engaged, resulting in higher job satisfaction, reduced turnover, improved safety, and better patient outcomes.



As a Pathway organization, IU Health White Memorial leads the effort to enhance quality of care, patient and nursing safety, and the future of healthcare delivery.

“We are proud to achieve this prestigious accreditation. Our staff has worked tirelessly to achieve this certification, and it reflects our dedication to excellent patient care and services,” said Renea Smith, MSN, RN, Chief Nursing Officer for IU Health White Memorial. “In awarding us Pathways to Excellence designation, ANNC has provided us with the opportunity to celebrate the exceptional care we provide to our patients and our commitment to the well-being of our community.”

For more information on the Pathway to Excellence recognition program, visit ANCC's website at <https://www.nursingworld.org/pathway>

How Health Partnerships Can Help Rural Communities Prep for COVID (Featuring Orange and Daviess Counties)



Authors: Priscilla Barnes, Ph.D. & Yolanda Yoder, M.D. Friday, Aug. 21, 2020

With stark images of urban hospitals overrun with patients, the national media coverage of COVID-19 has focused largely on cities. Less discussed and less understood is the impact on rural communities, which have been grossly underprepared for a pandemic. As we contemplate an additional wave of the virus, now is the time to assess how rural communities can achieve greater resilience.

We now know that having an adequate supply of ventilators, testing, and PPE is essential, but this alone won't be enough. Just as important are the structures we have in place — specifically, community partnerships around health. In hindsight, it is increasingly clear that communities that developed relationships within their health network were able to respond faster and more effectively than communities where organizations operated in isolation.

Given the realities facing rural America — physician shortages, a dearth of health care resources, and a population that's highly vulnerable to chronic disease — these partnerships were always important, but increasingly so during a pandemic. This virus has served as a wake-up call to strengthen these partnerships and tackle rural health challenges in a more committed and enduring way.

Building more resilient rural communities means maximizing existing resources, staging health interventions that address root causes, and thoughtfully sharing information. Partnerships are at the core of these interventions. We must find ways to incentivize and support community health networks that include health care providers, local and national nonprofits, businesses, and local government officials. Such partnerships, whether they are formal or informal, can help rural America weather the next wave of the virus and address underlying health challenges.

Fundamentally, rural health partnerships enable communities to more effectively address social determinants of health. As America's experience with the pandemic has made clear, populations that were already experiencing health disparities have fared worse than those that were not. Rural health partnerships can help address social determinants of health that lead to disparities and remove some of the strain from health care providers.

When community health organizations band together to holistically address social determinants of health — as we have seen in Orange County and Daviess County, Ind., through the development of community health improvement plans — we can free up practitioners within the formal health care system to do what they do best. When patients are receiving help gaining access to housing or food from community partners, doctors and nurses are able to concentrate on treating the most serious cases. In rural America, where the proportion of providers to the general population is far below the federal recommended level, this type of coordination is especially needed.

Such coordination also applies to sharing resources like in-demand PPE between community health organizations. As we prepare for a potentially prolonged economic downturn, we need to extend this model to address other social determinants of health. If one community's food pantry stock is bare, another town may have a surplus. We need to expand rural health partnerships to enable this type of coordination.

The impact of rural health partnerships can also be felt in less obvious ways. One of their most important functions is information sharing. Rural health practitioners often wear many hats and lack the ability to focus deeply on any one area of their practice. Health partnerships can ease this burden by delivering customized solutions. The Indiana University Center for Rural Engagement and Southern Indiana Community Health Care recently developed a new app to track the spread of COVID-19 in consultation with local physicians and public health leaders. Moving forward, it will provide surrounding communities with advance warning of an outbreak.

Information sharing can be as simple as sending daily or weekly updates and COVID-19 safety recommendations. Other groups have developed an online directory of financial and physical resources such as food and medication delivery services for individuals and families. Some respond directly to inquiries and manage social media channels dedicated to informing organizations and residents and supporting local needs.

Rural health partnerships yield tremendous value that we cannot afford to ignore. As we expand our work, we need local governments and community-based organizations to help us better shape our approach to fit individual rural communities. But this is just a start. We need continued investment and partnership from government to strengthen rural health networks.

If necessity is the mother of invention, then crisis is the mother of adoption. Rural health partnerships were providing value for rural Americans before COVID-19. Now that the pandemic is here, such partnerships are indispensable and should be greatly expanded.

Dr. Priscilla Barnes, Ph.D. is an associate professor at Indiana University Bloomington School of Public Health and an affiliate faculty member at the IU Center for Rural Engagement. Dr. Yolanda Yoder, M.D. is a physician of family medicine at Southern Indiana Community Health Care.

National Physician Suicide Awareness Day Thursday, September 17, 2020

Coverys and other business partners have developed a highly impactful presentation to support the emotional well-being of their policyholders, healthcare providers and healthcare facilities, business partners, communities, and employees. "Hope and Recovery: A Physician's Journey of Addiction Recovery" by guest speaker Dr. Adam B. Hill, Riley Children's, IU Health, Indianapolis, will be presented on September 17, 2020, at 2:00 p.m. This is a live webinar, and CME/CNE will be provided to physicians and nurses. The webinar is offered at no cost to insureds and non-insureds! During the webinar, Dr. Hill will share his own personal story and mission to help others impacted by addiction, depression, thoughts of suicide, and recovery. You may register at: <http://www.cvent.com/events/live-webinar-hope-and-recovery-a-physician-s-journey-to-mental-health/event-summary-8b5a22a77dd24033a51e4859d86017ce.aspx>.

**Hope and Recovery:
A Physician's Journey to Mental Health**
A Free CME/CNE Live Webinar Featuring Dr. Adam B. Hill

COVERYS

SEPTEMBER 17, 2020, 2-3 p.m (EDT)
Presented by Coverys and Med-IQ®, a Coverys company

The medical field, though rewarding, can be strenuous and demanding on physicians and practitioners – especially now in the face of the COVID-19 outbreak. Accordingly, it is important to support physician wellness as these medical professionals face the stressors of such a demanding career. Join Coverys and Med-IQ as they present *Hope and Recovery: A Physician's Journey to Mental Health*.

This live webinar event, featuring presenter Dr. Adam B. Hill, will be **free to all on September 17, 2020**, in recognition of National Physician Suicide Awareness Day.

During the webinar, Dr. Hill will share his own personal story as well as his mission to help physicians and medical practitioners impacted by addiction, depression, and thoughts of suicide find the road to recovery. This will be a program you won't want to miss.



Register for this webinar to:

- Learn about certain stigmas and stereotypes of mental health and addiction one may hear about in the medical field.
- Discuss potential obstacles that may come in the way of seeking mental health treatment for physicians and medical professionals.
- Experience an open space to share personal experiences and stories.

Participants will also have an opportunity to win a copy of Dr. Hill's book, *Long Walk Out of the Woods: A Physician's Story of Addiction, Depression, Hope, and Recovery*. To be considered for the giveaway, please enter your address during the registration process.

Our Presenter
Dr. Adam B. Hill



Dr. Adam B. Hill is the division chief of pediatric palliative care at Riley Hospital for Children. Passionate about physician wellness and self-care in the context of changing the culture of medicine surrounding mental health conditions and addiction, Dr. Hill wrote an article, "Breaking the Stigma: A Physician's Perspective on Self-Care and Recovery," that was published in *The New England Journal of Medicine* in 2017. In this article and his lectures, Dr. Hill shares his own story of personal recovery from depression and substance use. As Dr. Hill continues to carry out his objective of assisting physicians and medical practitioners in need, he has become a nationally recognized lecturer on the topic and wrote a book, *Long Walk Out of the Woods: A Physician's Story of Addiction, Depression, Hope, and Recovery*, published by Central Recovery Press in 2019.

To register for "Hope and Recovery: A Physician's Journey to Mental Health," please visit www.cvent.com/d/17ql24.

Sign in to your Med-IQ account or follow the simple prompts as a new user.

Insurance products issued by:
Medical Professional Mutual Insurance Company, Preferred Professional Insurance Company®, Preferred® Insurance CompanyL211-0820

Must See Video – “Necessary Stories”

If you missed the opportunity to view this program due to the unforeseen short notice or that a two-hour program just isn't possible during your office hours, these three stories were recorded! You may view them at <https://www.youtube.com/watch?v=PIJQXjitBqk>. This recording is a series of three stories of incredible hardship, loss, displacement, uncertainty, and recovery. You will hear from Katrina Norris, LCSW, who will speak about her experience raising her grandchildren while their mother tries to cope with substance use disorder (SUD). Kara Dawson, RN, shared her story of living in fear of an ex-husband with SUD, the stigma of abuse, and finally the decision to leave that relationship for the sake of her and her children's safety. Finally, Charmin Gabbard, RC, detailed her path to and beyond substance use through the lenses of a traumatic childhood, the criminal justice system, and ultimately long-term recovery.

Conferences, webinars and other educational opportunities from the Indiana Rural Health Association...

IRHA is monitoring COVID-19 and will notify registrants if there are any changes to in-person events

Virtual

2020 Virtual Fall Conference

After careful consideration of the ongoing spread of COVID-19, the Indiana Rural Health Association's staff decided not to conduct the 2020 IRHA Annual Conference at French Lick in November. IRHA has been monitoring the coronavirus situation with the health, safety, and well-being of our members in mind. We arrived at the difficult decision after consulting with speakers, exhibitors, meeting participants, and public health authorities.

The event will transition to a 2020 Virtual Fall Conference, which is scheduled for November 16, 17, and 18, 2020, as follows:

- Monday, November 16, 2:00 to 5:00 p.m.
- Tuesday, November 17, 9:00 a.m. to noon
- Wednesday, November 18, 1:00 to 4:00 p.m.

An adjusted agenda will be released soon. Registration remains open for the event.

Visit the IRHA Events page/Virtual Events for more information:

<https://www.indianaruralhealth.org/events/virtual-event/>

Thanks to our great supporters, we are pleased to announce that we are able to offer several Student Scholarship registrations for the 2020 Virtual Fall Conference as well. More information is on the registration page.



Rural Substance Use Workshops

The Indiana Rural Opioid Consortium (InROC) is hosting three virtual Rural Substance Use Workshops in September.

- September 23, 2020 – Community of Fayette/Wayne Counties
- September 29, 2020 – Community of Harrison County



Agendas and registration forms for the events can be found at <https://www.indianaruralhealth.org/events/virtual-event/>

Webinars

Upper Midwest Telehealth Resource Center (UMTRC) Virtual Office Hours

Similar to webinars, the UMTRC offers monthly Virtual Office Hours. These events are led by our UMTRC telehealth experts and cover a variety of topics. They are meant to be more informal, more interactive, and have an open Q&A session at the end. Bring a cup of coffee and join us for a discussion.



September Virtual Office Hours will be:

September 18 @ 12:00pm EST – “What Videoconferencing Platform are you Using?”

September 29 @ 12:00pm EST - “Virtual Visits and Reimbursement”



Register at <https://www.umtrc.org/events/virtual-office-hours/>

Health Care for Hoosiers: Insurance Options and What They Require

September 30, 2020

12:00 pm - 1:00 pm EST

Presenters:

Tina Darling, MPA, IRHA Project Director, Indiana Navigator

Ann McCafferty, CMS-CAC, IRHA Project Coordinator,
Indiana Navigator



By the end of this presentation, attendees will be able to:

1. Explain the difference between and among Indiana's health coverage options, including the Healthy Indiana Plan, Hoosier Healthwise and Marketplace.
2. Compare the difference in Indiana's uninsured rates, before and after COVID-19.
3. Describe the different ways Hoosiers can access navigation assistance for completing the application for health coverage.

Register at <https://www.indianaruralhealth.org/events/2020/09/30/webinars/lunch-learn-health-care-for-hoosiers-insurance-options-and-what-they-require/>

How Hospitals Can Win Back Every Single Patient

September 30, 2020

2:00 pm - 3:00 pm EST

Presenter: Brian Lee, CSP, Custom Learning Systems

You Will Learn How to:

- Reignite caregiver engagement and unleash their influence in the community starting with family and friends
- Educate everyone to use "sentence starters" to create patient comfort and alleviate concerns
- Master the critical new skill of "Reputation Recovery" and how all caregivers can win back reluctant customers one at a time
- Educate managers to lead in the new normal
- Bring back every single patient and more!



Register at <https://www.indianaruralhealth.org/events/2020/09/30/webinars/brian-lee-csp-win-back-every-single-patient/>

Marketplace Open Enrollment: Your Options and How to Prepare
October 7, 2020
12:00 pm - 1:00 pm EST

Presenters:

Tina Darling, MPA, IRHA Project Director, Indiana Navigator

Ann McCafferty, CMS-CAC, IRHA Project Coordinator, Indiana Navigator

By the end of this presentation, attendees will be able to:

1. Summarize the information and documents needed to apply for Marketplace coverage.
2. Differentiate between plan levels, and how to understand application results, including eligibility for tax credits and cost-share savings.
3. Explain the advantage of applying with assistance from a Marketplace Certified Application Counselor.

Register at <https://www.indianaruralhealth.org/events/2020/10/07/webinars/lunch-learn-marketplace-open-enrollment-your-options-and-how-to-prepare/>



Membership Info

MEMBERS! Please be sure to complete the membership survey.

The IRHA bases their decisions on the feedback we receive from our members, and with limited face-to-face interaction this year, it is more important than ever for you to share your thoughts with us through this survey. To show our appreciation for you taking time out of your day, we are offering a free Annual Conference registration (\$350 value) to one lucky survey participant. If you provide your contact information on the survey, you will be entered into a drawing to win the prize. The survey results and prize winner will be released in early November.

Take the Membership Survey by clicking here:

<https://www.indianaruralhealth.org/membership/member-survey/>

Please check to be sure you have renewed your membership. For instructions, visit this link: <https://www.indianaruralhealth.org/membership/membership-renewal-info/> We welcome new members to join at any time! To join and for additional membership information, visit <https://www.indianaruralhealth.org/membership/membership/>

If you have any questions, please contact Heidi Malone at hmalone@indianarha.org.

We look forward to working with you all!



Please submit future CAHoots newsletter articles to Tina Elliott at telliott@indianarha.org.