



## HRHN 2015 Board of Directors

### OFFICERS

**Robert Rihn, President**  
Executive Director  
Tri-County Human Services,  
Inc.

**Anthony Stahl,  
Secretary/Treasurer**  
Vice President &  
Administrator  
Florida Hospital Lake Placid

**Blake Warren, Past  
President**  
Executive Director  
Central Florida AHEC

### MEMBERS

**David K. Robbins II**  
Vice President  
Tampa General Hospital

**Rosalie Oliver**  
Chief Financial Officer  
Florida

**Denise Collazo**  
Center Administrator  
Central Florida Health Care Inc.

**Mary Kay Burns**  
Health Officer  
Florida Department of Health –  
DeSoto & Highlands Counties

**Vincent A. Sica**  
President/CEO  
DeSoto Memorial Hospital

**David Duke**  
Business Development Manager  
Air Methods Corporation

**Justin Blalock**  
ARNP  
Pioneer Medical Center

## HRHN 2015 Network Members

Air Methods Corporation

Central Florida Area Health  
Education Center

Central Florida Health Care,  
Inc.

Charlotte County Health  
Department

DeSoto County Health  
Department

DeSoto Memorial Hospital

Drug Free Highlands

Florida Hospital Heartland  
Division

Florida Hospital Lake Placid

Florida Hospital Wauchula

Hardee County Health  
Department

Healthy Start Coalition of  
Hardee, Highlands and Polk  
Counties

Highlands County Health  
Department

Manatee Rural Health  
Services

Pioneer Medical Center

Polk County Health  
Department

Redlands Christian Migrant  
Association

Samaritan's Touch Care  
Center

Tampa General Hospital  
Tri-County Human Services

## HRHN 2015 Staff Members

**Kelly J. Johnson**  
Executive Director

**Erica Douberley**  
Program Coordinator  
Healthy Choices/Abstinence  
Education

**Aisha Alayande**  
Program Coordinator  
Drug Free Highlands Coalition

**Melissa Thibodeau**  
Program Coordinator  
Diabetes Master Clinician Program  
and Subservices (DMCP)

**Tamara Cruz**  
Community Health Worker,  
DMCP

**Karen Nutter**  
Community Health Worker,  
DMCP

**Jessica Keyser**  
Health Educator,  
Healthy Choices/Abstinence  
Education

**Wendy Amos**  
Community Engagement  
Coordinator,  
Drug Free Highlands Coalition

\*\*\*\*\*

A special "thank you" to former  
board members Robert Palussek  
and Ann Claussen for your years  
of support and commitment to  
HRHN's mission.

# CONTENTS

History	3
Mission, Vision, & Core Values	4
Benefits	5
Services Offered	6
Program Highlights	7 – 12
C.H.O.I.C.E. Nutrition Program	7
CHW Program	8
Diabetes Master Clinician Program	8
Diabetes Self-Management Education	7
Drug Free Highlands Coalition	9 – 10
G.O. G.I.R.L.S. After-School Program	11
Healthy Choices/Abstinence Education	12
Financial Highlights	13
Leadership Spotlights	14 – 17





# HISTORY

In 1993, the State of Florida passed enabling legislation authorizing the creation of rural health networks. Heartland Rural Health Network, Inc. (HRHN) is a 501 (c) 3 not-for-profit entity that was incorporated in that same year, and in July 1995, became the first rural health network in Florida to be certified by the State of Florida Agency for Healthcare Administration. Today it is the largest of nine state networks and covers an area of 4,780 square miles.

Our governing body is an 11-member Board of Directors representing rural and urban hospitals, public health departments, local governments, consumers, Emergency Medical Services, an Area Health Education Center, and Community Health Centers. HRHN serves a five county area including Highlands, DeSoto, Hardee, and the rural portions of Charlotte, and Polk Counties.

For 22 years, HRHN has been actively involved in various aspects of community health planning to help determine the most effective ways to maximize available resources without duplication to help create effective solutions for identified health concerns impacting our rural communities.



Heartland Rural  
Health Network, Inc.

## Network Purpose

...

- *Provide a continuum of care for all patients served by the Network.*
- *To ensure the availability of a wide array of services either directly, by contract or through referral agreements.*
- *To reduce outmigration and increase the utilization of statutory rural hospitals and other rural health care providers.*
- *To enhance access to high quality health care and services.*
- *To support the economy and protect the health and safety of rural residents.*
- *To ensure that quality care is efficiently delivered to all persons in rural areas.*
- *To serve as laboratories to determine the best way of organizing rural health services.*

*\*Florida Statutes, Chapter  
381.0406*



Heartland Rural  
Health Network, Inc.

# Mission

**To improve access to quality health care by implementing creative solutions in collaboration with network members and community partners.**

# Vision

**To be a leader of innovative, collaborative, and quality driven rural health initiatives.**

# Core Values

**Integrity** – We encourage the free exchange of ideas in an environment that embraces honesty, fairness, personal responsibility, and ethical leadership.

**Ethics** – We respect honesty, fairness equality, dignity, diversity, and individual rights and demonstrate this through both our actions and words.

**Collaboration** – We continually seek opportunities to work in partnership with other organizations and share resources to ensure that we are meeting the needs of our community.

**Quality** – We strive to provide the highest quality products and services that meet the diverse needs of our community.

# BENEFITS

---

HRHN is a community-based organization that relies heavily on participation from local health care providers, government representatives, the business community, churches, social service agencies, and consumers to effectively identify and address health needs of rural residents.

There are specific benefits to membership and support of our mission including:

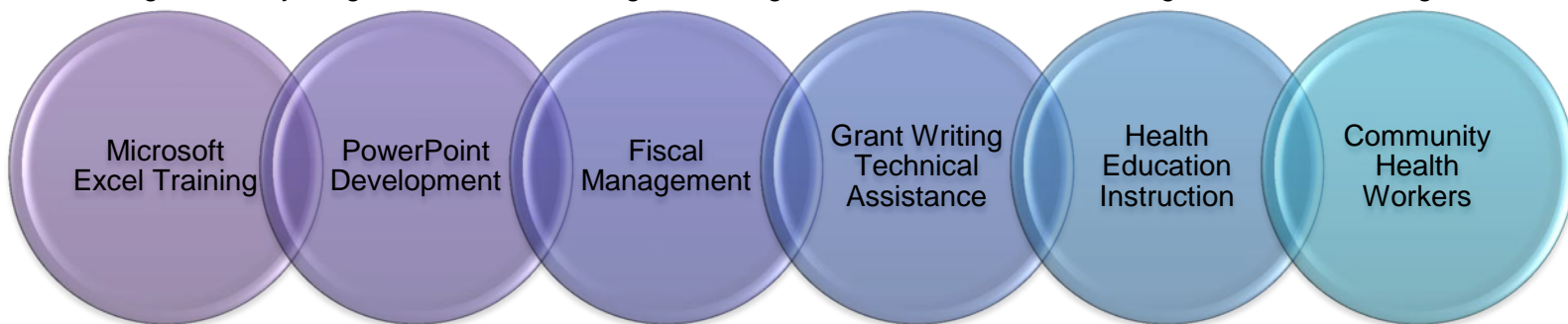
- **Advocacy.** HRHN is an effective voice in the development and support of public policy relating to rural health care issues.
- **Funding.** HRHN enables existing health care providers to demonstrate to funding sources (such as foundations, corporations, and government), a high degree of cooperation and coordination of services. This is a critical factor when grant requests and budget appropriation decisions are made by funding agencies. HRHN is also a viable source for assistance in obtaining funding from state, federal, and private sources. HRHN can also serve as a fiscal agent to help manage grant funds and required grant reporting.
- **Facilitating Partnerships & Program Development.** HRHN facilitates communication, program planning and development between members and community leaders to maximize resources to address identified health needs such as access to primary care, public assistance benefits, health education, prevention services, and similar programs that meet the needs of HRHN's service area. Program development and implementation can be done through contracts, referrals, and direct services.
- **Antitrust Protection.** HRHN membership allows members to enjoy enhanced freedom from antitrust restrictions because of the legislation creating Networks across the country. This allows providers to exchange data, set pricing, develop shared systems, share costs, and make in-kind and cash contributions.
- **CON Priority.** HRHN membership receives preference over non-members in the evaluation of Certificate of Need applications.
- **Technical Assistance.** HRHN provides technical assistance to network members in regards to program development, grant funding sources, and grant writing assistance.



# SERVICES

**HRHN, a trusted catalyst to facilitate streamlined solutions, is now offering solutions to synergize your business.**

We work with you to develop customized solutions to resolve business areas of concern relating to spreadsheet and database development along with business consulting services including financial management of your grants and contracts, grant writing technical assistance, and Beginner Excel Trainings.



**Microsoft Excel Consulting** - Our Microsoft Excel experts can provide a wide range of Excel consulting services to both large and small businesses. We provide either on-site or virtual consulting, based on the client's needs. Whether you need a custom spreadsheet built to collect grant data or time sheets to track employee time by grant, a broken sheet reprogrammed, or basic training on Excel, we can do it.

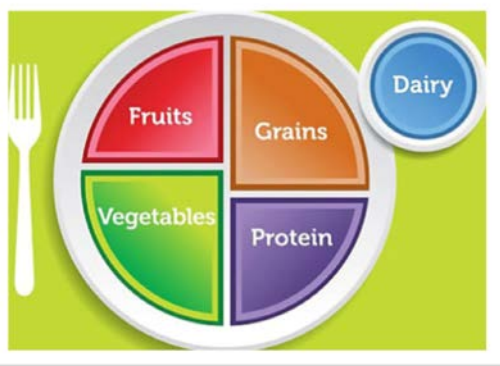
**PowerPoint Development** - Developing a flexible, highly visual presentation platform can be time-consuming and costly if not managed carefully. We offer experts who can help you develop a customized PowerPoint Slide Show with appealing results. We will work with you through planning, organizing, and testing your PowerPoint end product.

**Fiscal Management** - Accountability, communication, and internal controls are critical in the management of federal, state, and private foundation grant and contract funds. Our organization has the necessary internal controls to ensure your funds are being managed properly. With the knowledge and experience of over 12 year of managing grants, if your organization needs a reliable fiscal agent to help manage your awarded grants or contracts we may be able to help you.

**Grant Writing Technical Assistance** - Our current team has over 12 years of grant writing experience; successfully securing over 45 federal, state, and private foundation grants specific to health care in rural communities, totaling over \$5.5 million dollars. Our team members are available to provide general grant writing guidance or go even further and have our team edit and review your proposal to ensure you have addressed all points within the grant RFP/RFA.

**Health Education Instruction** - We offer nutrition classes for adults, with emphasis on chronic disease management, as well as healthy choices classes for youth, ages 11-19 years of age that addresses goal setting, health, and other topics impacting youth. All educational classes can be customized and conducted in a variety of settings.

**Community Health Workers** - Since 2008, HRHN has been at the forefront integrating Community Health Workers (CHW) with chronic disease management services. CHWs complement services delivered through health care providers by providing more comprehensive and supportive care within a community based setting while providing status updates back to the health care providers. Studies have shown that CHWs can help patients avoid costly hospitalization and emergency department visits, in addition to helping providers and hospitals by decreasing unnecessary visits and uncompensated care. Our CHWs can provide both long and short term case management in cooperation with the referring health care provider.



Our Choosing Health Over Illness through Creative Eating or C.H.O.I.C.E. Program is a six week evidence-based program with an overall goal to increase the self-efficacy and general well-being by improving participants' knowledge of nutritional choices that focus on heart and bone healthy food as well as supportive physical activities. Goal setting, problem solving and self-monitoring are used to optimize individual behavior change.

C.H.O.I.C.E. Program

“I have enjoyed this class. I have **learned to try foods that I would never have tried before** the ladies introduced (them) in this class.” - Pam, Hardee County

86%

Of people who participate in a CHOICE program, complete the program

“(After completing this workshop, I) feel better about achieving the goal of losing enough weight to feel more comfortable.” - Linda, Hardee County

“Karen Nutter (facilitator) was spectacular! She was very professional and full of energy. She **made me want to live a healthier lifestyle.**” Rebecca, Highlands County

\$735

In Publix gift cards provided to

221

People participated in the DSME Program

252 hrs

Of DSME Education Provided in Highlands County this year (approx.)

The Florida Department of Health Highlands County & Heartland Rural Health Network, Inc. worked together to provide Diabetes Self-Management Education Classes (DSME) to Highlands County residents under a State of Florida, Closing the Gap Grant.

This was a 3 day program, four hours each day that provided extensive information on diabetes and diabetes self-management, nutrition, and counting carbohydrates.

DSME Program





The Diabetes Master Clinician Program (DMCP) offers an internet- based diabetes data registry, a practitioner team approach, group visits, and reports that help practitioners facilitate patient management making one-on-one office visits more efficient and quality-driven for both practitioners and patients. A “patient report card” detailing weight, blood pressure, hemoglobin and cholesterol numbers along with several other indicators helps empower patients to take more control in managing their diabetes and other related chronic conditions. Community Health Workers (CHWs) serve as a link between the provider and patient (referred to as clients at HRHN) to improve health outcomes. CHWs help clients uncover the reasons they may not be in control of their diabetes in a community based setting. Once a referral is made by the health care provider a CHW visits them at their house so no client travel is involved and works with the client to identify and address barriers to their diabetes care and management.

## Diabetes Master Clinician Program & CHW Program



# 1,260

People participated in the health promotion/ disease management activities offered by HRHN this year

“ (My CHW) is a huge support for me. I don’t know what I would do without her. She really **helps me understand** what I can do to **improve my health and to set goals** I can achieve. ”

- Carol, Highlands County

“ (My CHW) is **very informed** about Diabetes and if she doesn’t know, she finds out ASAP and gets back with me. She **genuinely cares about her clients**. (Through her) I have learned a lot about food and the diabetic lifestyle. ”

- DMCP Client

# \$837,132

Saved this year by DMCP participation

*\*Annual Savings of patients meeting ADA Quality Indicators*



HRHN, in partnership with Drug Free Highlands (DFH), is the recipient of a federal Drug Free Communities Grant and Sober Truth on Preventing Underage Drinking Act (STOP Act) grant through the Substance Abuse & Mental Health Services Administration and a contract with Central Florida Behavioral Health Network, Inc. HRHN manages the financial and staffing aspects of these funding sources. Based on the fundamental concept that local problems need local solutions, the funds are used to help the coalition engage multiple sectors of the community and utilize a variety of strategies to address local drug problems. The DFH coalition is comprised of community leaders, parents, youth, religious and fraternal organizations, health care and business professionals, law enforcement, and the media



Past 30-Day **Tobacco** Use in Middle & High School Students in Highlands County has **been nearly cut in**

## HALF

(From 11.3% in 2012 to 5.9% in 2014)

Past 30-Day **Alcohol** Use in Middle & High School Students in Highlands County has **decreased**

## 11.4%

(From 29.1% in 2012 to 17.7% in 2014)



“We wanted to give a **visual reminder** that drugs **do not** belong **anywhere** near **our children**.”

- Wendy Amos, DFH



Marcia Davis, Highlands County School Board Student Services Director and Aisha Alayande pose next to a Drug Free Zone Sign.

DFH gifted to the community 37 Drug Free Zone signs to reinforce to the community that making healthy choices should be the social norm. Signs are displayed at all public schools and other key facilities throughout the county.

# P.A.C.

Positive Action Clubs (P.A.C.) - The continued partnership between Drug Free Highlands, Tri-County Humans Services and SWAT (Students Working Against Tobacco) have maintained this successful Middle and High School afterschool program that teaches youth leadership skills, organizational structure, substance education, campaign production, life skills and more. The PAC spearheads the coalition's Social Norming campaign, which promotes the positive youth choices over negative things like substance abuse. This campaign is done throughout the schools, and is advertised through billboards, PSA's and print media.



“ PACs in the middle school strive to show teens that, **contrary to popular opinion, NOT** everyone is smoking or drinking. **8 out of 10** Middle School students in Highlands County are **NOT** using alcohol or tobacco. ”

- Betsy Negly, THCS Prevention Counselor

## 68%

In October 2014, 17 of the 25 stores visited, clerks checked ID and refused to sell alcohol or tobacco to an underage person.

## 93%

In March 2015, 41 of the 44 stores visited, clerks checked ID and refused to sell alcohol or tobacco to an underage person.



### The Retail Recognition Program

A successful partnership between the coalition and law enforcement in Hardee and Highlands Counties which recognizes retailers that pass compliance checks by requesting identification following underage drinking laws by not selling to anyone under 21. These retailers are recognized in the media, given a certificate and have a feather banner that sits in front of their establishment that reads, "Check 21, We Passed."

## Retailer Recognition

# T.I.P.S.

### Training for Intervention Procedures (TIPs)

Drug Free Highlands now offers Safe Server Training through TIPs which is a skills-based training program designed to prevent intoxication, drunk-driving, and underage drinking by enhancing the fundamental "people skills" of servers, sellers and consumers of alcohol.



## 50%

In states where safe server training is mandatory, drunk driving arrests have decreased by as much as 50%.



Go Girls stands for "Giving Our Girls Inspiration & Resources for Lasting Self Esteem!" The program was first started in Lake Placid in 2006 and HRHN became involved to help expand the program to additional locations in 2007. HRHN is very thankful to continue this program through state and private grants and community donations.

Go Girls is an after school program designed for middle school females that addresses various health and social related topics such as Sexually Transmitted Diseases (STDs), teen pregnancy, goals, cyber-bullying, and other topics geared towards providing information to teens to make positive, health decisions that can impact their futures.

# G.O. G.I.R.L.S.

## After-School Program



# 140 hrs

of GO GIRLS Programming provided during the  
2014-2015 school year

“ I like the **honesty** the speakers have with the girls. These girls **need this information** because most don't get it at home. The speakers are **prepared & knowledgeable**. They give the girls a lot of **valuable** information. ”

- Teacher, Sebring Middle

“ This program **helped me understand** how to have a **healthy life** and I had a **lot of fun** learning! You guys are **amazing! Thank you for changing my life.** ”

- Female Student, 13,  
Avon Park Middle

# 65

Girls ages 11 – 15 attended  
GO GIRLS this year



Since 2008, HRHN has worked with community leaders to address the high rates of teen pregnancy and Sexually Transmitted Diseases (STDs) in our rural communities. In 2010, HRHN was awarded a Florida Department of Health Abstinence Education Grant that provides resources to conduct programs in Highlands and Polk Counties in partnership with the Healthy Start Coalition of Hardee, Highlands and Polk Counties and public and private schools in both counties.

HRHN uses three evidence-based curriculums Making a Difference!, Heritage Keepers, and Choosing the Best to teach across a variety of settings and audiences, including students between 11 and 19 years of age and parents/guardians. These programs are designed to empower adolescents to change their behavior in ways that will reduce their risks of pregnancy, HIV, and STDs. These curriculums go beyond the typical "just say NO" message to teach youth the importance of establishing personal values, goals, setting boundaries, building self-esteem, and learning how to live lives of character - all skills our youth need in order to resist the pressure to become sexually active.

# Healthy Choices Abstinence Education



**“Keep doing** what you guys are doing (for us) because **you (have) changed the way I see life.**”

- Male Student, 15 ,  
Hill Gustat Middle

# \$154,398

of Local Financial Match Received

# 2,029

Unduplicated youth, 11 – 19 years of age,  
participated in the curriculum programs in  
Highlands and Polk Counties

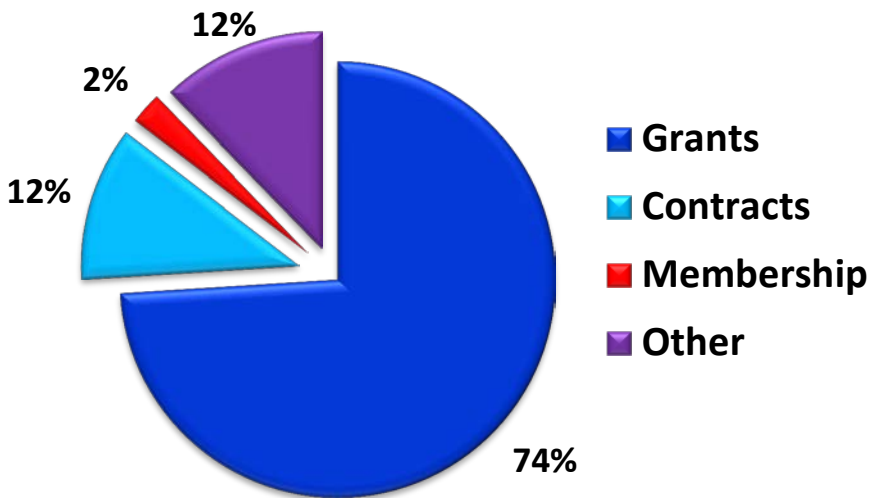
*(Exceeded Goal by 306%)*

**“The care** presenters took to **encourage** students to **succeed** rather than preach to them and/or put them down **showed** they cared and **want what is best** for our **students.**”

- Teacher, Lake Placid Middle

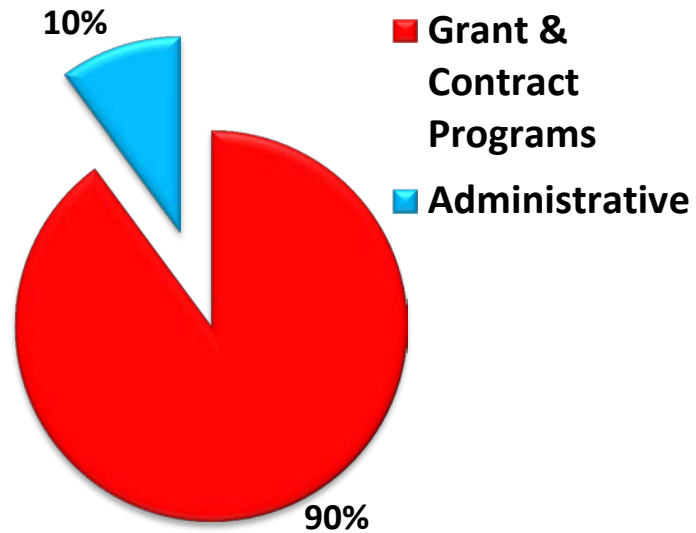
# FINANCIAL HIGHLIGHTS

## Income



**Total Income**  
**\$715,786**

## Expenses



**Total Expenses**  
**\$702,452**

**8**

Federal and State Grants

**7,000+**

People Served by HRHN in FY 2014-2015 approximately

Spotlight On

# KELLY J. JOHNSON

Executive Director



## My HRHN *Journey* so far

I started at Heartland Rural Health Network 12 years ago, when I was hired to be the Health Planning Director, a position I held until 2012 when I was promoted to Executive Director.



## My *Highlights* from the last year

During the last year, I continued to serve as a Board Member for the Healthy Start Coalition of Hardee, Highlands, and Polk Counties. Additionally, I was elected to serve on the Board of Directors for Central Florida Health Care and elected Secretary of the Board of Directors for the Florida Rural Health Association.

## Why I *LOVE* my job

I love my job because we have a positive work environment with a team-based approach to addressing community health needs. I also love the quality and dedication of the employees and Board Members at HRHN.

“The doors we **open and close** each day decide the **lives we live.**”

- Flora Whittemore

My *FAVORITE* quote

## My *INTERESTS*



Reading



Spending time with family

Spending time in the N.C. Mountains



Making soap

Spotlight On

# AISHA ALAYANDE

Program Coordinator, Drug Free Highlands Coalition

Relevant

Autonomous

Passionate

## My HRHN *Journey* so far

My HRHN journey has been one that is complimentary to my personal and professional goals. This organization has facilitated growth in areas that I may have overlooked if I didn't feel supported not only as an employee, but as a woman with a family. I am enjoying this ride.



## My *Highlights* from the last year

I am excited when the youth in our community, the State Attorney, our Sheriff, the President of South Florida State College and a gas station clerk will gladly get behind a Drug Free Highlands initiative. This lets me know that we are on the right path and helping to keep our community healthy.

## Why I *LOVE* my job

Well, these words were fed to me, so I love that no one had to wonder how I feel about what I do. I love it because I live it!

“ If the cap fit(s),  
**make them wear it** ”

- Robert Nesta Marley  
Aka Bob Marley

My *FAVORITE* quote

## My *INTERESTS*



Reading



Volleyball

Maternal and  
Infant Health



Dancing





Spotlight On

# ERICA DOUBERLEY

Program Coordinator, Healthy Choices /Abstinence Education



## My HRHN *Journey* so far

In my last 7 years at HRHN, I have learned and grown so much personally and professionally working for a network that serves our community within a broad scope of programs, providing both an exciting and amazing experience. Even with programmatic roadblocks at times, this has been by far the most amazing place I have ever been employed. We are led by an amazing leader who is always open to change and new ideas.



## My *Highlights* from the last year

During the past year, we have provided education to over 2000 youth, serving every middle school in Highlands County, participating in the planning and implementation of TPPA's 8th Grade Teen Panels, Big Brothers/Big Sisters "Winterfest", and other various events. Our parent and student nights were successful in starting open dialogue within families about issues teens face, building relationships through activities, and providing education on being an "approachable parent."

## Why I *LOVE* my job

My job is my passion. I believe in the programs we offer the youth we are serving. I love working with the youth in our community and knowing I am a part of a much bigger plan for our youth. I love my entire job.

“ People who are **crazy** enough to think they can **change the world**, are the **ones that do.** ”

- Steve Jobs

My *FAVORITE* quote

## My *INTERESTS*



Crafting



Spending time with family

Home Decorating



Painting



Spotlight On

# MELISSA THIBODEAU

Program Coordinator, DMCP Program and Subservices



My HRHN *Journey* so far

I started with Heartland Rural Health Network in 2012 after my first daughter was born. I was hired as a Health Educator under the Healthy Choices/Abstinence Education program. In 2013, I was promoted to Program Coordinator of the DMCP and subservices.



My *Highlights* from the last year

Since my transition into Program Coordinator of the DMCP, I have been involved with the Florida Community Health Worker Coalition. This year they became a 501c3 and asked me to be one of 11 people on their inaugural Board of Directors. I also serve as Co-Chair of their Networking Subgroup.

Why I *LOVE* my job

HRHN offers a supportive work environment that allows me to display my strengths and build on my weaknesses while not losing myself as a wife and a mother. Kelly shows confidence in me and my ideas and gives us the opportunity to improve ourselves, processes and programs. Finally, the people here make coming to work enjoyable.

“I just love **bossy women**. I could be around them all day. To me bossy is not a pejorative term. It means someone is **passionate & engaged** & **ambitious** & doesn't mind **leading**. ”  
My *FAVORITE* quote - Amy Poehler

My *INTERESTS*



Reading



Spending time  
with family

Baking gourmet  
cupcakes

