



NETWORK REPORT

FY 2015 - 2016

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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 23 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.



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



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.

Letter from the Executive Director

Dear Friends –

I am so thankful for the opportunity I have been given this year to serve Heartland Rural Health Network, its Board and the people of Highlands County as the Executive Director and thankful for the support I have received during my transition into this new position. This year was a year of change, successes, and challenges. All of which have allowed HRHN and myself to grow and all of which would not have been possible without the hard work and dedication of the staff and Board of Directors.

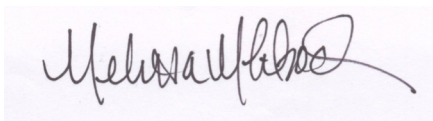
This year we said goodbye to our dear friend and previous Executive Director, Kelly J. Johnson. Kelly successfully led our organization for over 4 years and had been an integral part of Heartland Rural Health Network since 2003. Directors and Board Members were invited to a breakfast send-off and the staff enjoyed a fun afternoon of bowling to celebrate Kelly before she and her family packed up for Georgia.

We also bade a fond farewell and best wishes to Directors Anthony Stahl, Robert Palussek, Rosalie Oliver, Mary Kay Burns and Jerilyn Stamps as they move forward in either new positions or expanding roles in their current organizations.

In addition to my appointment to the Executive Director position, we also welcomed new staff this year to our PREP Program – Shawna Schaeffer and Larry Moore – and welcomed back to the DFH Coalition Monica O'Neill. Our Board of Directors also entertained the new appointment of Ashley Rivera from We Care of Central Florida.

As we move forward together this new fiscal year, I look forward to our continued growth and success in improving quality health care by implementing creative health solutions in collaboration with network members and community partners.

Best,

A handwritten signature in black ink, appearing to read 'Melissa Thibodeau', is displayed on a light blue rectangular background.

Melissa Thibodeau

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 the health needs of rural residents.

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

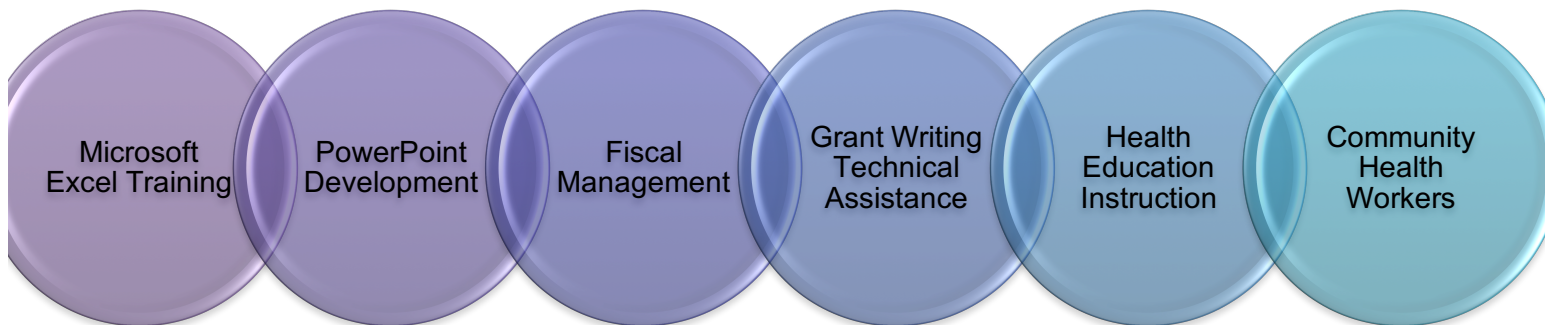
- **Advocacy.** HRHN is an effective voice in the development and support of public policy relating to rural health care issues.
- **Funding.** HRHN enables existing health care providers to demonstrate to funding sources (such as foundations, corporations, and government), a high degree of cooperation 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.

Grant Writing Technical Assistance - Our team has history of over 5 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. 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.

The DMCP CHW Program

The Diabetes Master Clinician (DMCP) and Community Health Workers (CHW) Program serves low-income, underinsured, high risk individuals in Highlands and Hardee counties. The aim of the DMCP and CHW Program is to empower and support referred, low-income, underinsured/uninsured, high risk individuals diagnosed with Diabetes or Pre-Diabetes and their families by fostering the requisite skills and behaviors to self-manage diabetes. The CHWs invite clients to be seen at least six times within one year during which they help promote

physical activity in the target audience, advance the target audience's knowledge of diabetes, and ensure clients receive important medical tests, all of which will ultimately support a client's ability to self-manage their diabetes. 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 comfortable setting. The DMCP CHW Program is provided through a Florida Blue Foundation Grant.



Outcomes:

1. Increase the number of referrals of patients who are new or unsuccessful self-managed diabetic patients by 33% from 45 to 60.
2. 100% of the 57 new or unsuccessful self-managed diabetic patients will be enrolled in the CHW program.
3. CHW program will provide CHW visits to enrolled patients who are new or unsuccessful self-managed diabetic patients.
4. Increase from 20% to 25% the percentage of diabetic patients enrolled for at least 12 months who complete 6 visits with CHWs to support self-management of diabetic condition.
5. Increase from 50% to 55% the percentage of diabetic patients completing 6 CHW visits that show improvement in diabetic condition as measured by Pre/Post 6th Visit Hemoglobin A1c results.
6. Increase from 43% to 50% the percentage of diabetic patients completing 6 CHW visits that increased their weekly physical activity as measured by Pre/Post Assessment at their 6th Visit.
7. Increase from 32% to 40% the percentage of clients completing 6 CHW visits that increased their knowledge of diabetes management as measured by Pre/Post Assessment at 6th visit.

3 Outcomes

exceeded by June 30th
(Outcomes #1, #2, and #3)

“ I wish **everyone** could have **access to your services** and that your CHWs could be **cloned** – they have been so **inspirational!** ”

- DMCP Client

In 2008, Heartland Rural Health Network began working with community leaders to address the high rates of teen pregnancy and Sexually Transmitted Infections in our rural communities. In 2015, HRHN was awarded a Personal Responsibility Education Program Grant that provides resources to conduct programs in Highlands County.

Initially our staff utilized a curriculum "Draw the Line, Respect the Line". Due to time constraints, and the curriculum being on back order, our staff were not able to thoroughly evaluate the entire curricula until we attended training. Upon implementation of the curriculum we found it was not a good fit for our county. HRHN has worked very closely with both the School Board Curriculum Team as well as our Community Action Advisory Board (key stakeholders within our community) to select a different curriculum that will better suit the needs of our youth. After a thorough review of the curricula approved by our funders a new curriculum was chosen. Our staff have attended training and will be implementing "Get Real", as the new curriculum.

Get Real emphasizes social and emotional skills as a key component of healthy relationships and responsible decision making. It promotes abstinence from sex as the healthiest choice for adolescents; provides a comprehensive understanding of sexual health, sexuality and protection methods; and supports parents as the primary sexuality educators of their children through family activities that encourage dialogue between students and the caring adults in their lives about sexual health topics.

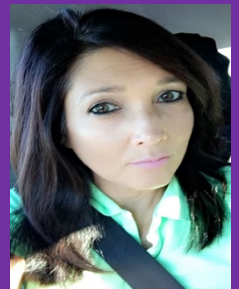


Erica Douberley

iMAD PREP Program



Larry
Moore



Shawna
Schaeffer

“ I LOVE this class because you learn how to **set limits** and **draw your own line**. It also taught me how to **respect my boundaries**. ”

- Female Student, 15,
Avon Park Middle

1,466

Unduplicated youth, 11-19 years of age,
participated in the curriculum programs in
Highlands County

“ I think it's great to **teach our mind** how **think** about a decision **before** we have to go through a bad **situation**. ”

-Female Student, 13,
Lake Placid Middle

Free Communities grant and Sober Truth on Preventing Underage Alcohol (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.

Backchat is one of the signature events of the coalition. This updated version of a “town hall” meeting, which is sometimes youth lead, incorporates social media, and youth and pop culture to address concerns presented by the community. Backchat audiences have included teachers, parents, students, local officials and business owners. The diverse participants and discussions have led to collaborative efforts to assess community needs and help move Highlands County in a positive direction.

BACKCHAT



“ I am 20 years old. I enjoy **pageantry**, working with younger kids and applying make-up. My **hobbies** and **friends** keep me farfromdrüggen. ”

- Breana



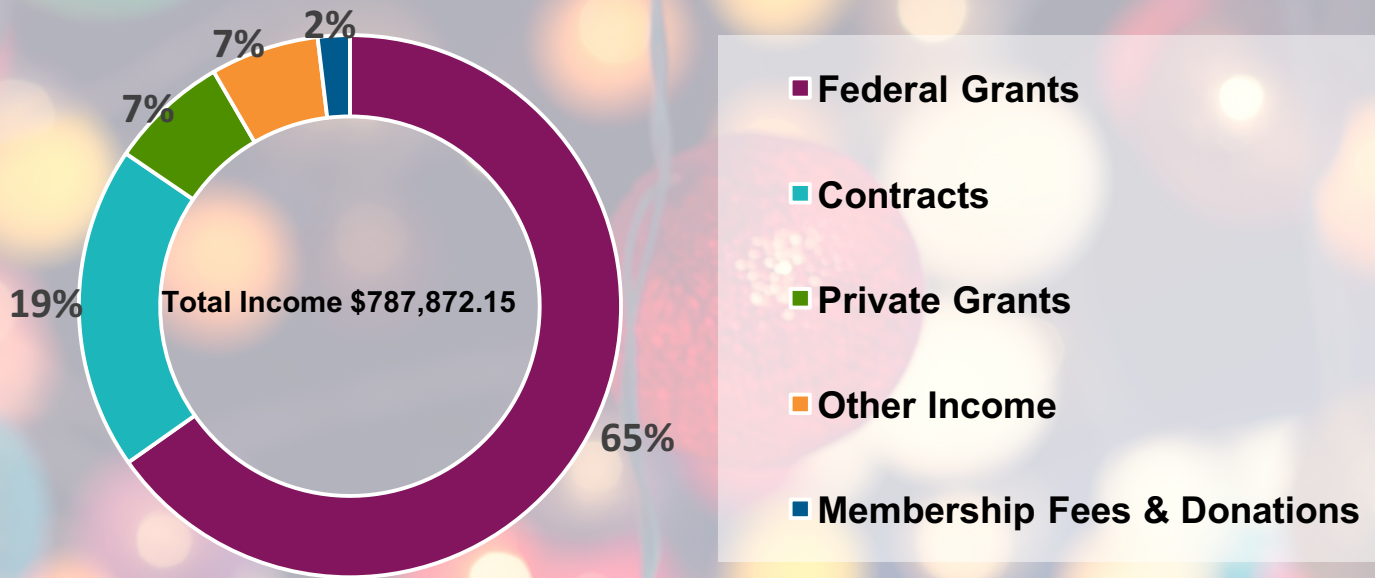
Breana Horsham – Washington, Miss Teen Florida 2015 and spokesperson for the Farfromdrinken campaign along with PAC members

Farfromdrinken is an underage drinking awareness campaign that empowers and educates those under 21 to make responsible choices when it comes to their health. For those over the age of 21, the campaign encourages advocacy and role modeling for our youth. Resource material, workshops and trainings are available for all to support youth and the overall health and wellness of our communities at large.

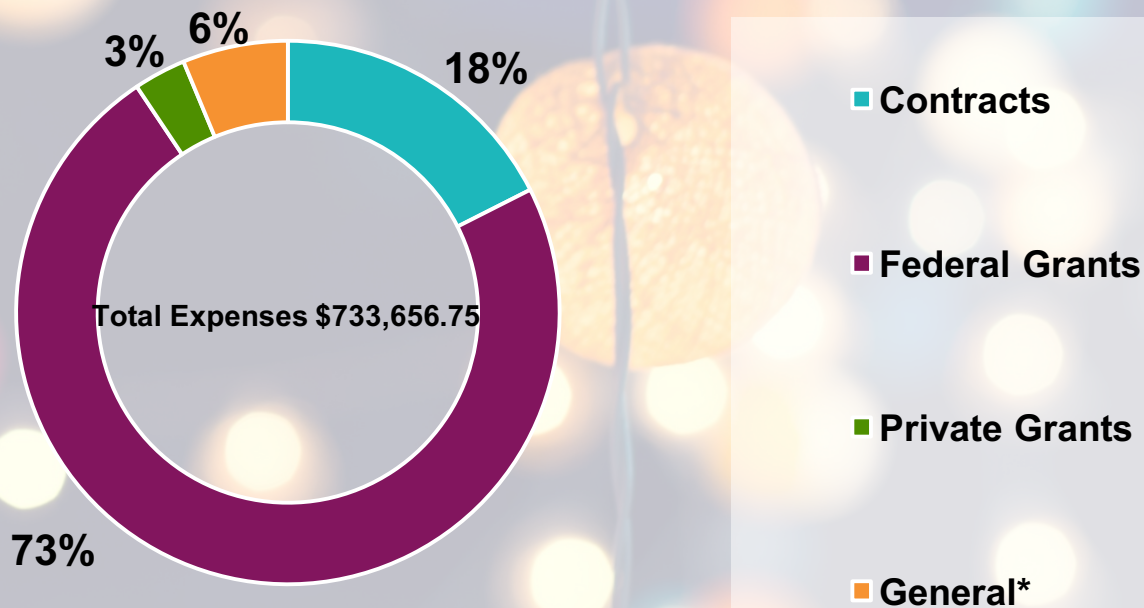
Financial Highlights

July 1, 2015 – June 30, 2016

As of Audit 10/2016



Income by Funding Source



Expenses by Funding Source

* General = Other Income, Membership Fees & Donations

Board of Directors

OFFICERS

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

Anthony Stahl, Vice President
VP & Administrator
Florida Hospital Lake Placid

Rosalie Oliver, Secretary/Treasurer
Chief Financial Officer
Florida Hospital Heartland

Blake Warren, Past President/Vice President
Executive Director
Central Florida AHEC

Justin Blalock, Secretary/Treasurer
ARNP
Pioneer Medical Center

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Vice President
Tampa General Hospital

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

Jerilyn Stamps

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

Staff Members

Kelly J. Johnson
Executive Director

Melissa Thibodeau
Program Director/Health
Planning Director/Executive
Director

Erica Douberley
Program Director
iMAD Program

Aisha Alayande
Program Director
Drug Free Highlands Coalition

Tamara Cruz
Community Health Worker,
Florida Blue Foundation CHW Program

Karen Nutter
Community Health Worker,
Florida Blue Foundation CHW Program

Wendy Amos
Community Engagement Coordinator,
Drug Free Highlands Coalition

Shawna Schaeffer
Health Educator,
iMAD Program

Larry Moore
Health Educator,
iMAD Program

Monica O'Neill
Administrative Assistant,
Drug Free Highlands Coalition

A special "thank you" to former
board members Anthony Stahl,
Rosalie Oliver, and Mary Kay Burns
for your years of support and