



FY 2016 – 2017 ANNUAL REPORT



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**6th
Annual Report
2016 – 2017**



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 9-member Board of Directors representing rural and urban hospitals, free clinics, 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 24 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 and 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.
- Ensure the availability of a wide array of services either directly, by contract, or through referral agreements.
- Reduce outmigration and increase the utilization of statutory rural hospitals and other rural health care providers.
- Enhance access to high quality health care and services.
- Support the economy and protect the health and safety of rural residents.
- Ensure that quality care is efficiently delivered to all persons in rural areas.
- Serve as laboratories to determine the best way of organizing rural health services.

*Florida Statutes, Chapter 381.0406

Mission, Vision and Core Values



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

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





Blake Warren,
Board President
Executive Director
Central Florida AHEC

David Duke,
Board Vice President
Business Development Manager
Air Methods Corporation

Heather Stephenson,
Board Secretary/Treasurer
Executive Director
Samaritan's Touch Care Center

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

FY 2016 – 2017 Board of Directors

David K. Robbins II,
Board Member
Vice President
Tampa General Hospital

Vince Sica,
Board Member
President/CEO
DeSoto Memorial Hospital

Justin Blalock, ARNP,
Board Member
ARNP
Pioneer Medical Center

Denise Collazo,
Board Member
Center Administrator
Central Florida Health Care Inc.

Cathy Exendine, MSN, RN,
Board Member
Director of Nursing
Florida Hospital Wauchula

Just a little note of thanks to former Board Members Jerilyn Stamps and Ashley Rivera for their support and commitment to HRHN's mission.

EMPLOYEE SPOTLIGHT

Melissa Thibodeau
Executive Director



GET TO KNOW MELISSA.

Melissa Thibodeau was appointed the Executive Director of HRHN in January 2016. She has been a part of the HRHN family for 5 years and has extensive business experience, as well as knowledge of how each program operates. Since coming to HRHN, she has increased efficiencies in every department she has worked in and provided guidance on visual displays for the network.

What she likes most about Heartland Rural Health Network is the diverse services we offer our clients, the way the organization and Board of Directors allows people to flourish, and the family that HRHN has created.



One of my favorite childhood memory is my grandmother, Meme, reading to me from this old book called "Girl of the Limberlost." She instilled a love of reading in me.



My playlist contains mainly pop and country. Although I do find it necessary every so often to jam out to some Alternative Rock or Hip-Hop/R&B.



If I could only choose one thing to eat for every meal for the rest of my life it would be burgers. They are so versatile that I could just change up what I put on it and what type of burger it was and would never get tired of it!



I am happiest when I am with family and friends enjoying life (or by myself with a great book)!



Three things on my bucket list:

- 1 – Travel to Greece or Iceland.*
- 2 – Go to a Packers game at Lambeau Field when it's snowing!*
- 3 – Write a book.*



Something about me that might surprise you is that I love artistic expression – dance, movies, TV, books, art, all of it!

Network Membership 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 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 these 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 members receive 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.

EMPLOYEE SPOTLIGHT

Larry Moore

iMAD Program Director



GET TO KNOW LARRY.

Larry Moore officially came to HRHN in January 2016, although he had done some volunteer work and partnering with the network before that time. When Larry joined us, he came as a Health Educator under the iMAD Program. As one of the first men to enter the Network doing this type of work, he says it's been a blast. Larry has truly made a difference in the time he has been here and will continue to make a difference as the iMAD Program Director.

What he likes most about Heartland Rural Health Network is its core value of collaboration – continually seeking opportunities to work in partnership with other organizations and share resources to ensure that we are meeting the needs of our community.



My favorite childhood memory is sleeping under the Christmas tree.



Here's some of my top songs on my playlist – Say Something, Karen Harding; Work, Rihanna; Ghost Town, Adam Lambert; Future Friends, Superfruit; New Rules, Dua Lipa; Havana, Camila Cabello; Sorry Not Sorry, Demi Lovato; Shape of You, Ed Sheeran, Let It Go, James Bay and Don't Be So Hard on Yourself, Jess Glynne...to name a few.



If I had to eat one thing for every meal for the rest of my life, I would eat steak and potatoes.



I'm happiest when I see someone have an "ah-ha" moment as a result of something I've said or taught.



Three things on my bucket list:

- 1 – Have a place in London*
- 2 – Teach at a School of Creative Arts*
- 3 – See my daughter change the world for good in some way*



Something about me that might surprise you is that I had a crush on Tinker

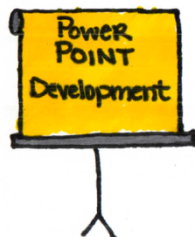
Services Offered

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

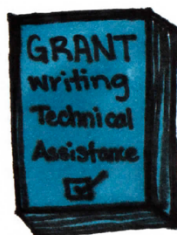
We work with you to develop customized solutions to resolve business areas of concern relating to spreadsheet and database management along with business consulting services, including financial management of your grants and contracts, grant writing technical assistance, and Beginner Excel Trainings.



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, time sheets to track employee time by grant, a broken sheet reprogrammed, or basic training on Excel, we can do it.



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.



Have a grant you want to go after but don't have as much time as necessary to address the proposal? Let us help! Our team has a strong history of grant writing experience and would love to work with you to write the proposal. We can also assist with final edits and review to ensure you have addressed all points within the grant RFP/RFA.



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.



Since 2008, HRHN has been at the forefront of integrating Community Health Workers (CHW) with chronic disease management services. CHWs complement services delivered through health care providers by supplying more comprehensive and supportive care within a community based setting and providing status updates back to the health care providers. Our CHWs can deliver both long and short term case management in cooperation with the referring health care provider.

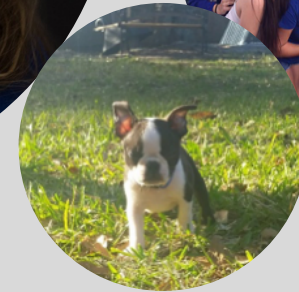


We offer nutrition classes for adults, with emphasis on chronic disease management, as well as healthy choices classes for youth, ages 11-19 years of age that address goal setting, health, and other topics impacting youth. All educational classes can be customized and conducted in a variety of settings.

EMPLOYEE SPOTLIGHT

Lindsey Kelly

Data Manager & Senior Health Educator



GET TO KNOW LINDSEY.

Lindsey Kelly joined HRHN about a year ago as the Data Entry Assistant and Health Educator under the iMAD Program. Since joining the team, Lindsey has embraced and enhanced the iMAD Girls program.

What she likes most about Heartland Rural Health Network is getting to be a part of the iMAD Team. She likes the community events the iMAD Team gets to be a part of and, more importantly, the opportunities to work with fellow community partners.



My favorite childhood memory was a trip to the Keys where I got to swim around the Florida coral reef.



I listen to all types of music but my playlist mostly contains songs from the 80's.



If I had to eat one thing for every meal for the rest of my life, I would probably eat something from the smoker- like pulled pork.

I'm happiest when I am travelling.



Three things on my bucket list:

- 1 – Be inside of an igloo*
- 2 – Sit in the audience of a TV show*
- 3 – Drink wine in Napa Valley*



Something about me that might surprise you is that I like to paint.

The DMCP CHW Program Highlights

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 their diabetes. The CHWs invite clients to be seen at least six times within one year during which they promote physical activity to their clients, advance the client's knowledge of diabetes, and ensure the client receives important medical tests – all of which ultimately will 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.

2016 Outcome Goals

1. Increase the number of referrals of patients who are new or unsuccessful self-managed diabetic patients by 33 percent from 45 to 60.
2. Enroll 100 percent of the 57 new or unsuccessful self-managed diabetic patients in the CHW program.
3. Provide CHW visits to enrolled patients who are new or unsuccessful self-managed diabetic patients.
4. Increase from 20 percent to 25 percent the one-year enrollment level of diabetic patients who complete six visits with CHWs to support self-management of diabetic condition.
5. Increase from 50 percent to 55 percent the rate of diabetic patients who complete six CHW visits that show improvement in diabetic condition as measured by Pre/Post Hemoglobin A1c results.
6. Increase from 43 percent to 50 percent the rate of diabetic patients who complete six CHW visits that increase their weekly physical activity as measured by Pre/Post Assessment at their sixth visit.
7. Increase from 32 percent to 40 percent the rate of clients who complete six CHW visits that increase their knowledge of diabetes management as measured by Pre/Post Assessment at their sixth visit.

5 Outcomes

exceeded in Year 1, with an additional outcome met
(Outcomes #1, #2, #3, #4 and #7 – exceeded, #6 met)



“(My CHW and I) have **bonded** in a way that my **physician visits** are much **more informative**. This is a **great program** and I look forward to **every** visit!”

- Virginia, DMCP Client

EMPLOYEE SPOTLIGHT

Shawna Schaeffer
Senior Health Educator



GET TO KNOW SHAWNA.

Shawna Schaeffer joined HRHN when we received the C-PREP Grant in 2015. Hired on as a Health Educator, Shawna has developed into a true asset in the classroom. She now serves as the Senior Health Educator here at HRHN.

What she likes most about Heartland Rural Health Network is the programs that HRHN provides for the community and the opportunity her job here gives her to work with the youth of Highlands County.



My favorite childhood memory is driving cross country with my grandparents during the summer. We would go from Florida to Oregon and then back and visit so many different places on the way.



I have several playlists. They contain anything from country to heavy metal.



If I had to eat one thing for every meal for the rest of my life, I would eat tacos!



I'm happiest when it's the holidays and all of my family and kids can come together.



Three things on my bucket list:

- 1 – Go to Ireland*
- 2 – Visit the states in the US that I have not been to yet*
- 3 – I have done everything else on my bucket list ☺*



Something about me that might surprise you is that I am pretty much an open book.



PREP Program Highlights

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 allowing HRHN to partner with the Highlands County School Board to provide in-school sexual health education classes to middle school students during their regular school day. Our curriculum-certified Health Educators provide students with information about sexual health and creating boundaries and goals in their lives, and tools to support students reaching these goals.

Our current 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.

On average, **youth** reported that the **program** made them **less likely** to have sexual **intercourse** in the next 6 months.*

*According to our Exit Surveys completed by students upon completion of our program.

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2,571

The number of youth, 11-19 years of age, who participated in the curriculum programs in Highlands County in 16-17 SY

“ I thought (this class) would be **horrifying** but it was **very educational**. ”

- 6th grade student comment

95.5%

Of participants completed 75% or more of the program

“ This class really **taught** me a **lot** that can be **useful** in the **future**. ”

- 7th grade student comment
card

EMPLOYEE SPOTLIGHT

Tamara Cruz Community Health Worker



GET TO KNOW TAMARA.

Tamara Cruz came to work as a Community Health Worker for Heartland Rural Health Network in 2011. In the six years she has been with us, she has provided comprehensive and supportive care to her clients.

What she likes most about Heartland Rural Health Network is that it gives her the opportunity to advocate and educate clients about the importance of exercise, diet and medication. She says that HRHN is the best and most respectful company she has ever worked for. She loves HRHN and the work she does here.



My favorite childhood memories all revolve around playing outside with my friends.



If you opened my playlist, you would find Cuban and Spanish music. I really like Salsa music – so romantic!



If I had to eat one thing for every meal for the rest of my life, I would eat black beans.



I am happiest when I am working as a CHW and when my family is happy.



Three things on my bucket list:

- 1 – Help my children grow up*
- 2 – Keep studying to learn something new*
- 3 – Live life to the fullest*



Something about me that might surprise you is that I have gray hair – I just dye it!



Drug Free Highlands

HRHN, in partnership with Drug Free Highlands (DFH), is the recipient of a federal Drug Free Communities grant through the Substance Abuse & Mental Health Services Administration. HRHN acts as the fiscal agent for this grant, managing the financial aspects. 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. DFH defines itself as a prevention coalition that provides resources, education and programs to support our community in making positive choices as it relates to health and wellness with a focus on substance use/abuse and mental health.

Some of the activities that DFH have hosted this year include Backchat, Farfrom campaign, and the DFH Coalition Workshop. Backchat is an updated town hall meeting coupling pop culture and an interactive approach to enhance communication and collaboratively improve community health and wellness. The Farfrom campaign ranges from PSAs to Billboards, to live events and uses the Farfrom wording to discuss positive youth norms, provide education and induce deep thought and discussion about topics such as substance misuse and abuse, mental health, bullying and suicide (see example picture of Farfromdrunken campaign). The DFH Coalition Workshop is a full day of education and collaboration with community partners. The day includes discussions on Social Media, environmental strategies, logic models and more.

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5,039

Community Members engaged in DFH coalition meetings, presentations, projects, events and outreach.



Drug Free Highlands Executive Director, Aisha Alayande, posing in front of one of their Farfrom campaign backdrops at an event.

“ What an **extraordinary, leading-edge prevention** and health centered **outreach** for **youth and families!** ”

- Julie Carrier, DFH Review on Facebook

EMPLOYEE SPOTLIGHT

Karen Nutter Community Health Worker



GET TO KNOW KAREN.

Karen Nutter started at HRHN in 2013. When she came to HRHN as a CHW, she was unsure if she would be able to live up to the expectations of the role of Community Health Worker. With the guidance of her supervisors, she has become confident in her ability to help her clients become self-managed in their Diabetes and attain better outcomes.

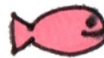
What she likes most about Heartland Rural Health Network is that she feels that since joining HRHN she has joined a family. She is happy being a CHW as it gives her the opportunity to meet very interesting families and share her expertise with them all.



My favorite childhood memory is playing with a stick and pink Spaulding ball on the stoop in Queens.



The number one thing on my playlist is STING. I love that man!



If I had to eat one thing for every meal for the rest of my life, I would eat salmon.



I'm happiest when with my family and volunteering.



Three things on my bucket list:

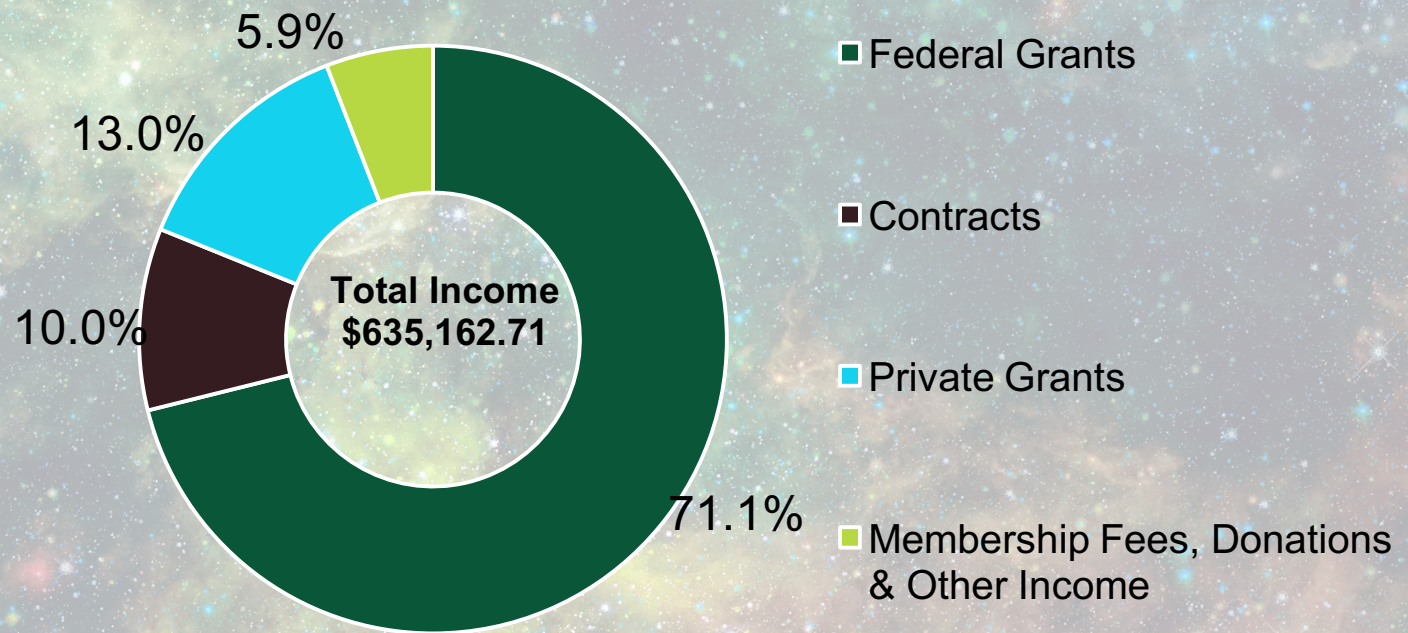
- 1 – Live long enough to love my grandchildren*
- 2 – Be debt free*
- 3 – Travel in an RV*



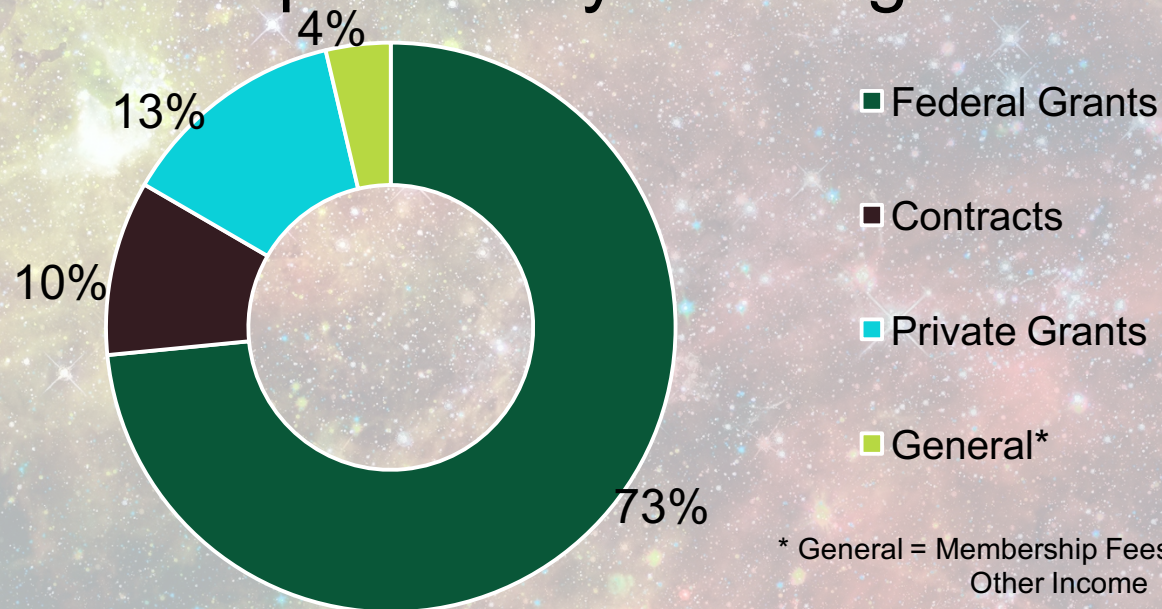
Something about me that might surprise you is that I LOVE to volunteer.

Financial Highlights

Income by Funding Source



Expenses by Funding Source



Get to Know Our New Board Members



**Heather Stephenson,
Executive Director
Samaritan's Touch Care Center**

Heather came to our Board because of her belief in HRHN's Mission and dedication to working with community partners. In fact, HRHN partners with STCC in the DMCP CHW Program and Heather has seen firsthand the great service we are able to provide to their patients.

Heather says that her father, Bill Stephenson, is her biggest inspiration. His soul is humble, gentle, and loving and he goes above and beyond constantly for his family. Her favorite movie of all time is *The Notebook* as she loves the crazy, irrational love displayed and how the characters find their way back to each other. She loves Netflix and is an avid binge watcher. The best meal she has ever had was at Chef Eddie's in Orlando – ox tail, rice and cabbage. If she could visit anywhere in the world, she would go backpacking across Europe for 8 – 10 weeks, getting to know the entire continent and enjoying all the culture. Her favorite family tradition is opening new Christmas pajamas every Christmas Eve with her children so that they are pretty for pictures Christmas morning. The thing she loves most about working at STCC is being able to provide holistic care, including getting to pray with and for her patients daily. Thank you, Heather, for being such an integral part of the HRHN Board.



**Cathy Exendine, MSN, RN
Director of Nursing
Florida Hospital Wauchula**

Cathy came to our Board through a referral from another Board Member. Once she researched HRHN, she knew that she had to be a part of an organization as committed to the Community as she is and joined. She believes that giving back to the Community one lives in is so important.

Cathy is inspired everyday by her fellow nurses who come to work with smiles on their faces. She loves the challenges she faces daily as the Director of nursing and thrives on finding the right solution to these challenges, which embodies her passion for nursing. Her favorite place in the world is a little campground in the UP of Michigan where she can watch the boats passing by, surrounded by beautiful landscapes and islands, checking out all the animals that come out of the woods. Once when up in Rhode Island, she had the best meal ever – fresh clam chowder, lobster ravioli, and apple pie. The last book she read was "All the Light We Cannot See" about a blind French girl and a German boy whose paths collide in occupied France as both try to survive the devastation of World War II. Cathy's favorite family tradition is Thanksgiving. The coolest thing she is currently working on is building a new hospital in Wauchula. We thank Cathy for sharing her passion with us on the HRHN Board.

2016 – 2017 Network Members

Air Methods Corporation

Central Florida Area Health Education Center

Central Florida Health Care, Inc.

Charlotte 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

Pioneer Medical Center

Polk County Health Department

Samaritan's Touch Care Center

Tampa General Hospital

Tri-County Human Services

