



# Heartland Rural Health Network, Inc.

## FY 2012-2013 Network Report

*Serving Highlands, Hardee, DeSoto & the rural portions of Charlotte & Polk Counties, Florida*

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

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

Visit us on the web:

[www.hrhn.org](http://www.hrhn.org)



# Heartland Rural Health Network, Inc.

FY 2012-2013 Network Report

## *Network 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 20 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,*



## *Network 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 service.
- **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.



## *2012-2013 Summary of Major Program Accomplishments:*

### **Diabetes Master Clinician Program (DMCP), Community Health Worker Program (CHW), C.H.O.I.C.E Nutrition Program, & Remote Monitoring Pilot Program**

The significant increase in the prevalence of diabetes and cardiovascular disease across the United States, including Highlands, Hardee, and DeSoto Counties, has been a source of concern to local health care providers. Studies have shown that the prevalence of diabetes has increased by 33% over the last decade as a result of an increasingly sedentary lifestyle, the epidemic of obesity, the growth of ethnic groups at risk for the disease and the aging of our population.

To help address this identified area of concern, HRHN partnered with the Florida Academy of Family Physicians Foundation and Medical Director, Dr. Edward Shahady, to implement the Diabetes Master Clinician Program (DMCP) within our rural communities. Through a HRSA Network Development Grant we were able to roll the program out locally in 2008. Subsequent funding from a HRSA Small Health Care Provider Quality Grant, Rural Health Outreach Grant, State of Florida Rural FLEX Grant and a Closing the Gap grant provided further expansion of program subservices including CHWs, C.H.O.I.C.E nutrition education, and a remote monitoring pilot program. The 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 higher quality 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.

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. In FY 12-13, HRHN started utilizing remote patient monitoring systems in the homes of CHW clients to determine if this form of management helps them achieve better health outcomes. The groundwork of this pilot program took place in FY 12-13 and data will be captured in FY 13-14.

*“The help & support that has been provided to me has been extremely beneficial. Since I began with your program my A1C has dropped from 7.0 to 5.6, I have lost 66 pounds, my blood pressure is very good, and I’m motivated to exercise by walking every day.” CHW client*



The C.H.O.I.C.E program (Choosing Health over Illness through Creative Eating) is an evidenced-based program with an overall goal to increase self-efficacy and general well-being by improving participants' knowledge of nutritional choices that focus on heart and bone healthy foods as well as supportive physical activities. Goal setting, problem solving and self-monitoring are used to optimize individual behavior change. This program was developed in partnership by the National Council on Aging Center for Healthy Aging, the Lahey Clinic in Burlington, Massachusetts and Hebrew Senior Life in Boston. In FY 12-13, Network staff conducted a total of eight (8) six (6) week courses with over **85 unduplicated participants** in Highlands, Hardee, and Polk Counties, FL. At the time of this report results on the pre/post surveys are not yet available.

**DMCP Annual Data:**

American Diabetes Association Quality Indicator	Yearly Cost Savings If Indicator Achieved	Local Patients Achieving Goal for Quality Indicator (May 1, 2012-April 30, 2013)	Yearly Cost Savings for Indicator Achieved
HBA1c $\leq$ 7	\$ 279	439	\$ 122,481
LDL $\leq$ 100	\$ 369	558	\$ 205,902
SYST BP $\leq$ 130	\$ 474	484	\$ 229,416
<b>TOTAL ANNUAL SAVINGS</b>	<b>\$ 1,122</b>	<b>NA</b>	<b>\$ 557,799</b>

Source: Towers & Perrin Actuarial Evaluation, 2006 Bridges to Excellence

	HBA1C <7%	LDL < 100	Syst BP <130	All Three Achieved
National	48%	33%	33%	7%
Statewide DMCP	57%	62%	58%	24%
HRHN Specific Groups	48%	57%	46%	15%
CHW Specific	22%	47%	43%	6%

Source: ADA National Measures and DMCP Data Registry Report as of June 30, 2013.

- **5 Health Care Provider Offices** participating in Highlands, Hardee, and DeSoto Counties, FL.
- CHWs saw **290 unduplicated clients** in 11-12, with 173 cases open & assigned at FY end.
- Our service area makes up **13%** of the state-wide data registry.
- Total annual savings of patients meeting ADA Quality Indicators in HRHN's service area was **\$557,799**. *Cost savings occurs when a person with diabetes doesn't have an adverse health effect such as amputation, stroke, heart attack, etc. which can be attributed to expensive health care procedures.*





## Healthy Choices Education

Since 2008, HRHN has worked with community leaders to address the high rates of teen pregnancy and sexually transmitted diseases in our rural communities. Through various grants, HRHN and community partners have provided education to over 7,000 youth in Highlands, Hardee, DeSoto, and Polk Counties, FL.

Most recently, 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, the Avon Park Youth Academy, and public and private schools in both counties.

HRHN uses two evidence-based curriculums Making A Difference! and Heritage Keepers. Facilitators are available to teach in a variety of settings and the target audience includes youth between the ages of 11-19. Parent programs are also conducted to help parents increase or better communicate with their teens. A huge success in FY 12-13 was the #DeleteBullying Flash Mob which involved over 150 students and adult leaders in Highlands County. This was done in collaboration with the Drug Free Highlands Coalition and Teen Pregnancy Prevention Coalition.

The evidence based curriculums empower adolescents to change their behavior in ways that will reduce their risks of pregnancy, HIV, and other STDs. This curriculum offers much more than a "just say NO" message and teaches youth the importance of establishing personal values, goals, setting boundaries, building self-esteem, and learning how to live lives of character. These are skills that our youth need in order to resist the pressure to become sexually active so they can focus on building healthy futures.



Go Girls stands for “**G**iving **O**ur **G**irls **I**nspiration & **R**esources for **L**asting **S**elf 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 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.

- **5 locations**  
(4 Highlands, 1 Polk)
- **87 girls 11-15**
- **156 total program hours**
- **75 girls completed at least 75% of the program**



## Healthy Choices Education Data

- **1,073 unduplicated youth**, 11-19 years of age, participated in the curriculum programs in Highlands and Polk Counties, FL. **(exceeded goal by 115%)**
- **1,017 youth completed** at least 75% of their program's curriculum **(exceeded goal by 154%)**
- **372 program hours** provided for curriculum education **(exceeded goal by 86%)**
- **501 unduplicated males** participated in curriculum programs **(exceeded goal by 234%)**
- **222 parents or other significant adults** were provided at least one hour of education **(exceeded goal by 85%)**
- **12 program locations** in Highlands and Polk Counties, FL.
- **Exceeded 1:1 financial match (in-kind & cash) requirement by 12%.**
- **92% of students strongly agreed or agreed** that the program they participated in provided them with new information.
- **89% of students strongly agreed or agreed** that after attending the program they had more understanding and knowledge of how to make healthy choices.
- **86.7% of program participants were provided education in Highlands County and 13.3% were provided education in Polk County.**
- **65.1% of program participants were between 11-14 years of age and 34.9% were between 15-19 years of age.**
- **51.2% of program participants were female and 48.8% were male.**
- **43.2% of program participants identified themselves as Non-Hispanic White, 23.1% as African American, 23.5% as Hispanic, 3% as Asian, .3% as Native American, & 6.8% as Other Race(s) not listed.**

*\* Annual grant period 9/1-8/31.*



## Drug Free Highlands Coalition

HRHN, in partnership with Drug Free Highlands (DFH), is the recipient of a federal Drug Free Communities Grant and Sober Truth on Preventing Underage Alcohol (STOP Act) grant through the Substance Abuse & Mental Health Services Administration. HRHN manages the financial and staffing aspects of these grants. Based on the fundamental concept that local problems need local solutions, the grant funds 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, teachers, religious and fraternal organizations, health care and business professionals, law enforcement, and the media. Data reflects that communities receiving funding have seen significant reductions in past 30 day use of alcohol, tobacco, and marijuana among middle and high school students. During Fiscal Year 2012-2013 some successes include:

- \* **DFH continued to work with the Hardee County & Polk County Drug Free Coalitions—making up a tri-county consortium to combat illegal drug use. A new “slogo” (slogan/logo) was unveiled at the 3<sup>rd</sup> Annual Drug Summit, uniquely titled “Own the Upside”. The goal of this “slogo” is to provide a consistent message across the counties and all coalitions have consistent talking points. It is utilized by all three counties to provide prevention messages from youth to adults.**
- \* **3<sup>rd</sup> Annual Drug Summit was held in September and had over 160 participants from the tri-county area. Florida Attorney General, Pam Bondi, was a guest speaker, and keynote speaker for the event was Paul Doering, M.S., a Distinguished Service Professor in the Department of Pharmacy Practice Emeritus at the University of Florida, College of Pharmacy.**
- \* **Contracted with Central Florida Behavioral Health Network to address prescription drug abuse, alcohol and other substance abuse among young adult populations in Highlands County.**
- \* **Three (3) Town Hall meetings were hosted in Avon Park, Sebring, and Lake Placid to provide information and raise awareness of underage drinking issues. Guest speakers included representatives from the Department of Juvenile Justice, Teen Court, area schools, law enforcement, and coalition members. Packets were distributed to attendees that included local data, coalition application, and other information relevant to issues specific to Highlands County. Approximately 200 individuals attended one or more of the Town Halls.**
- \* **Supporting Tri-County Human Services, Inc. Positive Action Club After School Programs in four (4) middle schools in Highlands County. Approximately 80 students participated in the 12-13 school year.**
- \* **2,000 youth participated in the Madden Social Norming Campaign on Bullying.**
- \* **A 30 second Public Service Announcement using local students aired on 11 cable television stations, reaching approximately 95% of households with Comcast cable approximately 6 times each in Highlands County.**
- \* **3 billboards displayed in Highlands County for 8 weeks with total weekly visual impressions of 175,933!**





### Drug Free Highlands PSA/Billboard Schedule

			# OF	TOTAL	TOTAL
NETWORK	DAYPART	DAYS	SPOTS/WK	WEEKS	# SPOTS
ABC Family	6p-12m	Mon-Fri	8	16	128
Animal Planet	6p-12m	Mon-Fri	10	16	160
E!	6p-12m	Mon-Fri	8	16	128
FX	6p-12m	Mon-Fri	6	16	96
MTV	6p-12m	Mon-Fri	7	16	112
Nick	6p-12m	Mon-Fri	6	16	96
Spike	6p-12m	Mon-Fri	5	16	80
TBS	6p-12m	Mon-Fri	5	16	80
TLC	6p-12m	Mon-Fri	4	16	64
VH1	6p-12m	Mon-Fri	8	16	128
USA	6p-12m	Mon-Fri	5	16	80
Electronic Billboard-Ad rolls through every 2 mins up for 15 seconds for 120 days			1	4 months	4
			<b>73</b>		<b>1156</b>

### Universal Services Administration Company Application Assistance

HRHN assists eligible hospitals and health care providers who are members of the Network with assistance in completing the cumbersome application that enables them to be reimbursed for a portion of their electronic transmission costs. **For Funding Year 2012-2013, Florida Hospital (Heartland, Lake Placid, and Wauchula) received \$23,955 in reimbursement for their telecommunication costs.** At the time of this report, an additional one line is still being processed by USAC and the dollar amount has not yet been determined. It is expected to be approximately the same amount as in the prior year, for an **anticipated annual savings for all lines totaling \$26,369.29.**

### ACCESS Partner

HRHN is an "ACCESS" partner with the Department of Children & Families. The HRHN office is a site where individuals and families can file their applications for Medicaid, Food Stamps, disability and other benefits. **In FY 2012-2013, 344 clients utilized HRHN to apply, re-apply, fax, or get further assistance in their application process for public assistance.**

### Breast Cancer Prevention & Education

Based on availability of funding, HRHN has provided vouchers for free mammograms and ultrasounds for women that are uninsured and meet certain eligibility criteria. This service is provided in cooperation with our partners, Florida Hospital Heartland Division and DeSoto Memorial Hospital. In FY 2012-2013, **4 vouchers** were redeemed for mammogram screenings.



**2012-2013 Board of Directors:**

**Blake Warren, *President***

Executive Director  
Central Florida AHEC

**Robert C. Rihn, *Vice President***

Executive Director  
Tri-County Human Services, Inc.

**Robert Palussek, *Treasurer/Secretary***

COO  
Highlands Regional Medical Center

**David K. Robbins II, *Past President***

Vice President  
Tampa General Hospital

**Anthony Stahl**

Administrator  
Florida Hospital Lake Placid

**Mary Kay Burns**

Health Officer  
DeSoto County Health Department &  
Highlands County Health Department

**Vincent A. Sica**

President/CEO  
DeSoto Memorial Hospital

**David Duke**

Business Development Manager  
Air Methods Corporation

**Lauren M. Canary**

Physician Assistant/Family Practice  
Pioneer Medical Center

**Gaye Williams**

Chief Executive Officer  
Central Florida Health Care, Inc.

**Linda Adler**

Administrator  
Florida Hospital Wauchula

**Network Staff:**

**Kelly J. Johnson**, Executive Director

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

**Melissa Thibodeau**, Coordinator, Diabetes Master Clinician Program & Subservices

**Aisha Alayande**, DFH Coordinator

**Brittany Lauren**, DFH Asst. Coordinator

**Tamara Cruz**, Community Health Worker

**Alix Gutierrez**, Community Health Worker

**Karen Nutter**, Community Health Worker

**Niecy Dorsey**, Eligibility Specialist (ACCESS Program)



**2012-2013 Network Members:**

**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, & Polk Counties, Inc.**

**Highlands County Health Department**

**Highlands Regional Medical Center**

**Manatee County Rural Health Services, Inc.**

**Polk County Health Department**

**Redlands Christian Migrant Association**

**Samaritan's Touch Care Center**

**Pioneer Medical Center**

**Tampa General Hospital**

**Tri-County Human Services, Inc.**

*Interested in becoming a member of HRHN? Please visit [hrhn.org](http://hrhn.org) for a membership application form!*

**A special “thank you” to all 2012-2013 Network members. Your commitment and collaboration with HRHN are valuable assets towards implementing creative health care solutions within our rural communities.**

**We would also like to recognize our grantors including the U.S. Department of Health & Human Services, Florida Department of Health, Highlands County Hospital District, TD Charitable Foundation, Winn-Dixie Foundation, and the Amscot Foundation.**



***Photo Highlights from 2012-2013***



**Figure 1. Network Staff accept a grant donation from local TD bank representatives through the TD Charitable Foundation.**



**Figure 2. Blake Warren (left), HRHN President & Executive Director of Central Florida AHEC, presents Warren Santander (center) with a plaque thanking him for his many years of service on HRHN's board of directors. Also present (left to right) were Kelly J. Johnson, HRHN Executive Director; Mary Kay Burns, Highlands & DeSoto County Health Officer; Anthony Stahl, Administrator Florida Hospital Lake Placid; Linda Adler, Administrator Florida Hospital Wauchula; Gaye Williams, CEO Central Florida Health Care; and Robert Palussek, COO Highlands Regional Medical Center.**





Figure 3. Students at Walker Memorial Academy conducted a community service project in early 2012 as part of their participation in the after school Go Girls program facilitated by Heartland Rural Health Network through funding provided by the State of Florida Abstinence Education Grant.



Figure 4. Over 100 students and adult leaders from five area schools participated in the #DeleteBullying Flash Mob at the Highlands County Fairgrounds in February, 2013. Photo courtesy of Marc Valero, Highlands Today



**Figure 5. Dr. Miguel Beltre & Associates from Sun N Lake Medical Group (Highlands County) are recognized as being a Center of Diabetes Excellence by Heartland Rural Health Network & Dr. Edward Shahady, Medical Director of the Diabetes Master Clinician Program.**



**Figure 6. Dr. Kathleen Welch-Wilson & Associates from Hardee Family Medicine (Hardee County) are recognized as being a Center of Diabetes Excellence by Heartland Rural Health Network & Dr. Shahady, Medical Director of the Diabetes Master Clinician Program.**





Figure 7. Aisha Alayande, Drug Free Highlands Coordinator, poses a question to the DEA during a national conference in Washington, DC.



Figure 8. HRHN staff Aisha Alayande, Erica Douberley, & Melissa Thibodeau spoke to students at Avon Park High School regarding risky behaviors that can impact their health and future during a school assembly.