



Heartland Rural Health Network, Inc.

FY 2013-2014 Network Report

Serving DeSoto, Hardee, Highlands & 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





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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 a 10-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 21 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*



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.

2013-2014 Summary of Major Program Accomplishments:

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

"There has been great feedback from our clients who utilize the CHWs, as (the client) is being seen in the comforts of their own home at their convenience. This is an encouragement to our clients, knowing that their care extends further than a routine office visit. (The CHWs) provide insight on our clients' home environment. This better prepares the physicians and clinical staff in assisting them with available outside resources to meet their specific needs. Monthly meetings with the CHWs have helped us tremendously as our clinical staff is better aware of specific concerns seen or discussed by the CHWs during their appointments with our clients."

- Lisa Valentin, STCC
CNA/Phlebotomist
Proud Graduate of the Diabetes
University



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 13-14, Network staff conducted a total of eight (8) six (6) week courses with over **74 unduplicated participants** in Highlands and Hardee, FL. At the time of this report results on the pre/post surveys are not yet available from Hebrew Senior Life.

DMCP Annual Data:

American Diabetes Association Quality Indicator	Yearly Cost Savings If Indicator Achieved	Local Patients Achieving Goal for Quality Indicator	Yearly Cost Savings for Indicator Achieved
HBA1c \leq 7	\$ 279	721	\$ 201,159
LDL \leq 100	\$ 369	817	\$ 301,473
SYST BP \leq 130	\$ 474	820	\$ 388,680
TOTAL ANNUAL SAVINGS	\$ 1,122	NA	\$ 891,312

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	55%	62%	56%	23%
HRHN Specific Groups	52%	64%	58%	21%
CHW Specific	37%	55%	65%	7%

Source: ADA National Measures and DMCP Data Registry Report as of June 30, 2014.

- **5 Health Care Provider Offices** participating in Highlands and Hardee Counties, FL.
- CHWs saw **320 unduplicated clients** in 13-14, with 128 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 **\$891,312**. *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 10,000 youth in Highlands, Hardee, DeSoto, and Polk Counties, FL.

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. 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.

The three 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 “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 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 in Highlands County**
- **Served 80 girls 11-15 years of age**
- **160 total program hours**
- **70 girls completed at least 75% of the program**



Healthy Choices Program Data

- 2,885 unduplicated youth, 11-19 years of age, participated in the curriculum programs in Highlands and Polk Counties, FL. (exceeded goal by 477%)
- 2,596 youth completed at least 75% of their program's curriculum (exceeded goal by 549%)
- 355 program hours provided for curriculum education (exceeded goal by 78%)
- 1,375 unduplicated males participated in curriculum programs (exceeded goal by 817%)
- 150 parents or other significant adults were provided at least one hour of education (exceeded goal by 25%)
- 13 program locations in Highlands and Polk Counties, FL.
- Exceeded 1:1 financial match (in-kind & cash) requirement by 49%.
- 51% of students strongly agreed and 49% agreed that the program they participated in provided them with new information.
- 59% of students strongly agreed and 41% agreed that after attending the program they had more understanding and knowledge of how to make healthy choices.
- 96% of program participants were provided education in Highlands County and 4% were provided education in Polk County.
- 87% of program participants were between 11-14 years of age and 13% were between 15-19 years of age.
- 52% of program participants were female and 48% were male.
- 46% of program participants identified themselves as Non-Hispanic White, 18% as African American, 27% as Hispanic, 1% as Native American, & 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 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. 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. Highlights of some of the FY 2013-2014 coalition successes include:

- **With funds from the STOP Act grant, the coalition now has one (1) staff and four (4) coalition members trained as Safe Server Trainers through TIPS (Training for Intervention Procedures).** This program educates anyone who serves or sells alcohol on responsible service, sale and consumption of alcohol. The coalition is working on making this training a court ordered sanction for retailers who fail compliance checks in Hardee and Highlands Counties.
- **STOP Act funds assisted Hardee County Law Enforcement in uncovering 23 out of 28 stores that sold alcohol to minors.** A recognition program will highlight stores in compliance with the law.
- **Continued working with the Hardee County & Polk County Drug Free Coalitions—making up a tri-county consortium to combat illegal drug use.** Their “Own The Upside” campaign uses media including PSA’s, billboards, posters, movie theatre ads and social media to provide prevention messages for youth and adults.
- **4th Annual Drug Summit was held in September with over 100 participants from the tri-county area.** Speakers included Perdue Pharmaceuticals who covered safety and security, Rx patrol and lawful prescribing, Judge Stargil of Polk County, Rep. Cary Pigman and the Sheriffs from Hardee, Highlands and Polk Counties.
- **Collaborated with the Sebring Chamber of Commerce to host their first Drug Free Business Solutions seminar where panelists gave expert advice in regards to drugs in the workplace.** Panelists included Sheriff Benton, Heacock Insurance, Attorney Taylor Davidson, Rep. Cary Pigman and Dr. Barry Hummel of Quit Doc Research Foundation. For those who wanted to ask questions of the panelists but were not in attendance, the seminar provided interactive social media via twitter.
- **Continued partnering with Tri-County Human Services, Inc. and SWAT (Students Working Against Tobacco) for the Positive Action Club After School Programs in four (4) middle schools in Highlands County.** DFH took 11 students (2-3 from each middle school), staff and 4 coalition members to the mid-year CADCA forum for a one week intensive training.
- **2,000 youth participated in the Madden Social Norming Campaign on Bullying.**



Affordable Care Act Navigator Assistance

The Patient Protection and Affordable Care Act (ACA) was signed into law March 23rd, 2010 and upheld by a Supreme Court ruling on June 28, 2012. Benefits of the law include: insurance subsidies for consumers; transparent Exchanges to shop for insurance; new rules protecting consumers from insurance abuses; increased Medicare payments for physicians; and more. Heartland Rural Health Network entered into a contract with the Health Planning Council of Southwest Florida, Inc. that provided funds (September 2013-August 2014) to support a part-time, certified Navigator who assisted individuals and families in Highlands and Hardee Counties learn about their options and enroll in health insurance plans through the Marketplace. HRHN also received an additional \$25,000 in supplemental funds from HRSA to promote and educate the general public on the ACA. Through these combined resources HRHN was able to employ a certified Navigator as well as run Public Service Announcements in the local papers and billboards about the ACA with an estimated **322,904** views. The Navigator participated in over **12** outreach and education events reaching **1,500** people. Over **70** individuals were provided assistance with filing their applications. Of these 70+ individuals, eight completed the process in HRHN offices with the remaining individuals choosing to either complete at home or received a hardship exemption. Follow-up to confirm enrollment for individuals choosing to complete the process at home was not possible due to restrictions on keeping personal identifying information on individuals after receiving assistance in HRHN offices. Funding for this position ended in August, 2014 and as of publication of this report it is not known if additional funds will be made available to hire a Navigator for the proposed Open Enrollment Period November 15, 2014–February 15, 2015.

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 2013-2014, Florida Hospital (Heartland, Lake Placid, and Wauchula) received \$20,490.00 in reimbursements for their telecommunication costs.** At the time of this publication, an additional two lines are still being processed by USAC and the dollar amount has not yet been determined. It is expected to be approximately the same amount as the prior year, for an **anticipated annual savings for all lines totaling \$24,933.00.**



2013-2014 Board of Directors:

Robert Rihn, President

Executive Director

Tri-County Human Services, Inc.

Robert Palussek, Vice-President

Chief Operating Officer

Highlands Regional Medical Center

Anthony Stahl, Treasurer/Secretary

Administrator/Vice-President

Florida Hospital Lake Placid

Blake Warren, Past-President

Executive Director

Central Florida AHEC

David K. Robbins II

Vice President

Tampa General Hospital

Mary Kay Burns

Health Officer

Florida Department of Health Highlands

Florida Department of Health DeSoto

Vincent A. Sica

President/CEO

DeSoto Memorial Hospital

David Duke

Business Development Manager

Air Methods Corporation

Justin Blalock

Physician Assistant/Family Practice

Pioneer Medical Center

Ann Claussen

Chief Executive Officer

Central Florida Health Care, Inc.

A special “thank you” to former board members **Lauren Canary** and **Gaye Williams** for your many years of support and commitment to HRHN's mission.

Network Staff:

Kelly J. Johnson, Executive Director

Erica Douberley, Coordinator, Healthy Choices/Abstinence Education

Aisha Alayande, Coordinator, Drug Free Highlands Coalition

Melissa Thibodeau, Coordinator, Diabetes Master Clinician Program & Subservices

Tamara Cruz, Community Health Worker

Karen Nutter, Community Health Worker

Jessica Keyser, Health Educator

Wendy Amos, Community Engagement Coordinator, Drug Free Highlands Coalition



2013-2014 Network Members:

Air Methods Corporation

Central Florida Area Health Education Center

Central Florida Health Care, Inc.

DeSoto Memorial Hospital

Drug Free Highlands

Florida Department of Health Charlotte County

Florida Department of Health DeSoto County

Florida Department of Health Hardee County

Florida Department of Health Highlands County

Florida Department of Health Polk County

Florida Hospital Heartland Division

Florida Hospital Lake Placid

Florida Hospital Wauchula

Healthy Start Coalition of Hardee, Highlands, & Polk Counties, Inc.

Highlands Regional Medical Center

Manatee County Rural Health Services, Inc.

Redlands Christian Migrant Association

Samaritan's Touch Care Center

Pioneer Medical Center

Tampa General Hospital

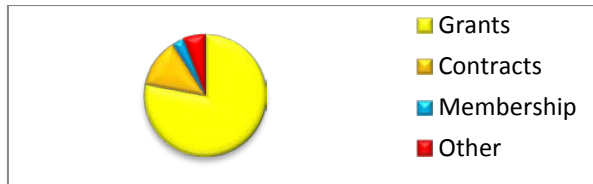
Tri-County Human Services, Inc.

Interested in becoming a member of HRHN? Please visit hrhn.org for a membership application form!

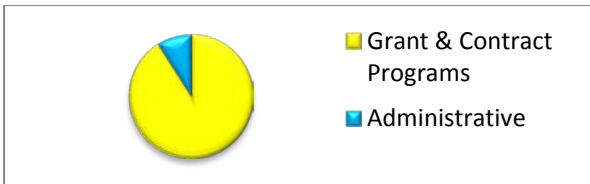
Thank you to all 2013-2014 Network members. Your commitment and collaboration with HRHN are valuable assets towards implementing creative health care solutions within our rural communities.

We would also like to recognize our 2013-2014 grantors including the U.S. Department of Health & Human Services, Florida Department of Health, and the Highlands County Hospital District.

2013-2014 Financial Highlights



Income Total: \$684,000



Expense Total: \$646,000

2013-2014 Photo Highlights



Photo 1. Dr. Guelff, a Highlands County Orthodontist, and his staff support our Go Girls Program by wearing Go Girls t-shirts on Mondays and displaying program flyers in his office.



Photo 2. Go Girls participated in several lessons on value and self-image. The artwork represents being a unique individual but by coming together as a team they created a beautiful work of art.



Photo 3. Erica Douberley, Coordinator, conducts an activity from the "Choosing the Best" curriculum to visually show students how fast STD's can be spread.



Photo 4. Drug Free Highlands Coalition leaders and students participated in a week long intensive training in Orlando, FL. as part of the Community Anti-Drug Coalitions of America's (CADCA) mid-year conference.



Photo 5. Two PAC (Positive Action Club) youth, Rikki Soto (Hill-Gustat Middle School) and Zachary Miller (Avon Park Middle School), were interviewed by Barry Foster on WWTk AM730 about their plans to make the skate park at Sebring's Charlie Brown Park a Drug-Free and Smoke-Free Zone. Drug Free Highlands sent these students to the CADCA mid-year conference.



Photo 6. Participants of the Network's CHOICE Nutrition Program proudly show their certificates of completion.