



Heartland Rural  
Health Network, Inc.

## NETWORK E-NEWS

*Spring Edition, 2014*

Dear Kelly,

The Heartland Rural Health Network, Inc. is happy to share with you some great updates from our members and community partners! Thank you for your continued commitment to improving rural health care through your association with the Heartland Rural Health Network. Current network initiatives include Affordable Care Act Enrollment and Outreach; the Diabetes Master Clinician Program including a diabetes data registry, Community Health Workers, a Nutrition Program, and remote monitoring pilot project; providing evidence based Healthy Choices educational programs for over 1,000 youth annually in Highlands and Polk Counties, Drug Free Highlands support, and Universal Service application assistance. A full description of current Network initiatives can be found on our website at [hrhn.org](http://hrhn.org).

If the Network can partner with your organization on a project please contact us to discuss. We value community partnerships to accomplish the mission of the Network. Please feel free to forward this newsletter to a friend or colleague by clicking the link at the bottom of the newsletter to pass it along.

### **Ann Claussen New CEO of Central Florida Health Care, Inc.**

The Board of Directors of Central Florida Health Care, Inc. named Ann Claussen as the new chief executive officer, effective January 2, 2014. Ms. Claussen replaced Gaye Williams, who retired on Dec. 31st. Ms. Williams proudly served as the CEO for more than 20 of the 39 years she had worked for the organization. Ms. Williams was also a founding board member of the Heartland Rural Health Network, Inc. The Board of Directors named Ms. Williams "emeritus CEO," and asked her to continue to serve as a mentor and advocate.



**Ann Claussen, CFHC CEO**

Ms. Claussen takes over the CEO role after having served as chief

operational officer since June of last year and after being on the Board of Directors for five years. Ms. Claussen has prior experience in the health-care industry and a degree in health-care education, along with extensive connections to a variety of community resources related to hospitals, financing and governance. Her for-profit and broad non-profit expertise will help continue to strengthen Central Florida Health Care, whose mission is to increase access in medically underserved communities across the three county service area of Hardee, Highlands and Polk Counties.

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Central Florida Health Care has added two new sites--one in Mulberry and one in Hardee-- all within the first quarter of the year. Their Lakeland practice moved from the old Parker Street address to a new one on Missouri Avenue.



CFHC breaks ground in Mulberry (Polk County)

CFHC's patient navigator program through its certified application counselors has seen more than 9,042 individuals being assisted. Currently, the certified application counselors are enrolling patients in Medicaid and the health insurance exchange.

Through its Joint Commission Accredited Patient Centered Medical Home program, the organization is engaging its patients and improving provider patient interaction through the utilization of information technology. The aim of the program is to improve patient well-being, produce better population health outcomes and reduce overall costs of care.

*\*Information for this article was extracted from an article published in the Herald-Advocate, January 23, 2014 and submitted by Central Florida Health Care, Inc.*

## Highlands Regional Medical Center Welcomes New CEO

On April 2, Joseph Bernard became the new chief executive officer at Highlands Regional Medical Center, a 126-bed, full service medical facility. The hospital was acquired from Naples' Health management Associates by Tennessee-based Community Health Systems in 2013.



Mr. Bernard's previous hospital administration positions include Chief Operating Officer (COO) at Physicians Regional Healthcare System in Naples, Florida and Peace River Regional Medical Center in Port Charlotte, Florida. Prior to becoming a COO, Mr. Bernard was an Associate Administrator at Charlotte Regional Medical Center in Punta Gorda, Florida and Lehigh Regional Medical Center in Lehigh Acres, Florida.

He retired from the United States Marine Corps in 2005 at the rank of lieutenant colonel. During his 22-plus years of active duty, his assignments included: Presidential Aircraft Commander at Marine Helicopter Squadron One, Executive Assistant to the Director for Operations at the United States Pacific Command, Liaison Officer to the Central Intelligence Agency, and Executive Officer at Officer Candidates School.

Mr. Bernard has a master's degree in health administration from the University of Cincinnati, a master's degree in management from Webster University, and a bachelor's degree in civil engineering from the University of Massachusetts-Lowell. He is a current member of the American College of Healthcare Executives and the Military Officers Association of America, with a strong history of community and service organization involvement.

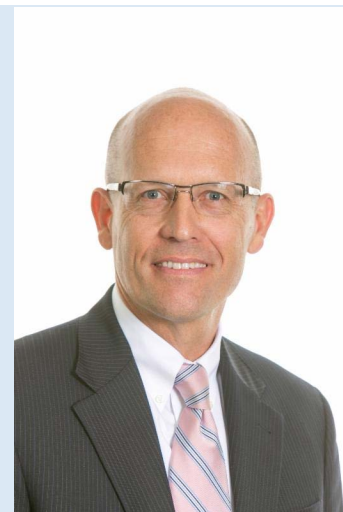
Mr. Bernard has a prioritized list of early goals including establishing a rapport with local physicians while looking to recruit additional physicians, work to privatize all rooms, and capitalize on the hospital's strengths. .

*\*Article submitted by Highlands Regional Medical Center with some information extracted from an article published by Paul Catala in the Highlands Today on 4/15/14.*

## Stevens Named CEO for Florida

## Hospital Heartland Medical Division

Eric Stevens has accepted the position of CEO for Florida Hospital Heartland Medical Center effective January 2, 2014. Stevens assumed leadership responsibility for the three hospitals in the group: Florida Hospital Heartland Medical Center, Florida Hospital Heartland Medical Center Lake Placid, and Florida Hospital Wauchula.



**Eric Stevens, FH CEO**

Stevens currently serves as vice president of operations at Florida Hospital Orlando, the flagship of Adventist Health System. In this role, he has provided executive leadership for many procedural areas of the hospital as well as core operational functions. In addition, he has responsibility for the Florida Hospital Transplant Institute and TransLife Organ Procurement Organization.

"I am pleased to see Eric advance into this senior executive position," said Donald L. Jernigan, President/CEO, Adventist Health System. "He brings not only a wealth of operational experience, but also a clinical background that will help enhance and grow medical services to the communities in the Heartland Division."

Prior to his current role, Stevens served as assistant administrator/COO for Florida Hospital Winter Park Memorial from 2006-2008 and was vice president of operations for Florida Hospital Flagler from 2003-2006. He has 30 years of health care experience and has also held leadership positions at Adventist Health in Portland, Oregon and Loma Linda University in California.

Stevens graduated from Pacific Union College in 1985 with a bachelor's degree in nursing and holds a graduate degree in health care administration from St. Francis University.

"I have always been called to serve and contribute in areas that directly impact patient care," said Stevens. "I have been so impressed with the medical staff, employees, and community members that I have met at Florida Hospital Heartland and I am excited to be part of a team that touches and makes the difference in the lives of others."

*\*Article submitted by Florida Hospital*

## Welcome Denise Grimsley, VP & Florida Hospital Wauchula Administrator

A fifth-generation Floridian, Denise Grimsley was born and raised in the Florida's Heartland. She graduated from South Florida Community College, Polk Community College and Warner Southern College with



**Denise Grimsley, FHW  
Administrator**

degrees in Nursing and Organizational Management. She later earned an MBA from the University of Miami.

A proud mom and grand mom, Denise has enjoyed a career in nursing, as well as managing her father's small business when he fell ill. It was after encountering run-arounds and red-tape from government agencies that she decided to become active in public service.

For eight years, Denise served in the Florida House of Representatives, and was the first female chair of the influential House Appropriations Committee. In November, 2012, she ran for and was elected to the Florida Senate. She currently serves as Chair of the Senate Health and Human Services Appropriations committee.

During her legislative career, Denise has been recognized by a variety of organizations, from the Florida Citrus Mutual to the Florida Chamber of Commerce, for her consistent efforts on behalf of the Heartland.

*\*Article submitted by Florida Hospital*

## Tampa General Named One of the 100 Great Hospitals In America

Tampa General is one of two Florida hospitals listed in the 2014 "100 Great Hospitals in America" by *Becker's Hospital Review*, a national healthcare publication.



The publication's web site states the selected hospitals have rich histories, strong credentials and a growing focus on how to best care for patients in an era of reform. It also noted that the hospitals have made some of the greatest medical advancements in U.S. healthcare history, and serve as academic hubs or local mainstays in their communities.

The Becker's editorial team also conducted research and considered nominations and evaluated hospital ranking sources such as *U.S. News & World Report*, Truven Health Analytics' 100 Top Hospitals, Healthgrades, Magnet designation by the American Nurses Credentialing Center, The LeapFrog Group, and several other resources. The publication noted that last year, U.S. News & World Report rated TGH the number one hospital in Tampa Bay and one of the nation's Top-50 hospitals in six medical specialties. The magazine also mentioned the hospital's designation as a

Magnet hospital, which is the highest recognition a hospital can receive for quality nursing care. Also mentioned were TGH's disease specific certifications in 16 medical specialities from The Joint Commission and its ranking as the fifth-busiest heart transplant center in the nation. The only other Florida hospital to make the list is UF Health Shands Hospital in Gainesville.

*Becker's Hospital Review* features up-to-date business and legal news and analysis relating to hospitals and health systems and is geared toward high-level hospital leaders.

*\*Article from TGH Website [tgh.org/news](http://tgh.org/news)*

## Valuable Information: Changes to Medicaid Enrollment

The Healthy Start Coalition staff is working with all tri-county prenatal providers to address the changes that will affect both our pregnant women and babies.



As of March 1, 2014, the Simplified Eligibility for Pregnant Women one page application for Pregnancy Medicaid is not being accepted. Pregnant women who have no health insurance can apply for Medicaid online: [www.myflorida.com/accessflorida/](http://www.myflorida.com/accessflorida/)

For customer service assistance, visit any of the Department of Children & Families Customer Service Center in Hardee, Highlands and Polk locations.

**Hardee County:** 1016 6th Ave. Wauchula, FL 33873

**Highlands County:** Sebring Access Store Front 209 N Ridgewood Dr Sebring, FL 33870

**Polk County:** Lakeland Access Store Front 200 N Kentucky Ave Lakeland FL 33801

Effective **June 1st**, the Florida Medicaid Program is implementing a new system through which Medicaid enrollees will receive services. This program is called Managed Medical Assistance (MMA) Program.

In April 2014, all eligible Medicaid recipients will receive a letter with information about how to select and enroll in a managed care plan. Choice counselors are available to assist recipients in selecting a plan by calling, **1-800-226-2316**.

Pregnant women receiving Medicaid and need assistance in selecting a health care provider or need information about community resources in their area may call the MomCare Program staff at 1-866-796-0871 or 863-519-4700. Bi-lingual staff are available to assist consumers.



*\*Article submitted by the Healthy Start Coalition of Hardee, Highlands & Polk Counties, Inc.*

## DeSoto Memorial Hospital: Lose 2 Win

DeSoto Memorial Hospital cares about the health of members within their community and developed a program called Lose 2 win. This program is FREE to all community members that want to start making healthier choices in life regarding Healthy Eating and Exercising. The hospital offers weekly weigh-ins, a motivating environment, weekly newsletters promoting health tips, recipes, exercise ideas, and much more.



The program started on January 13, 2014 and enrolled 470+ participants. To date, participants have lost more than 3,500 pounds. The Foundation at DeSoto Memorial Hospital is sponsoring a Fitness Trot (5K Run/Walk and a 10K Run) on May 3, 2014 and DeSoto Memorial Hospital invites all Lose 2 Win participants so they can show off their new skills. The rest of the community is also invited to participate in the Fitness Trot.



*\*Article submitted by DeSoto Memorial Hospital*

## ACA Update: Network's Navigator Available for Special Enrollment Period

Open Enrollment for 2014 Marketplace coverage is over. Outside the Open Enrollment period, can enroll in a private health plan through the Marketplace only if you qualify for a special enrollment period.



***To qualify for a special enrollment period the following must apply:***

- You have a qualifying life event like having a baby, getting married, or losing other coverage.
- Victim of Domestic Abuse
- Medicaid/Marketplace Transfers
- Couldn't start or continue an application due to heavy traffic to healthcare.gov or the Marketplace call center
- Encountered maintenance periods that kept them from using the site
- Blocked by error screens or similar technical issues
- Tried to get an appointment with a Navigator or other application assister but they had no times available before the deadline
- Sent in an application by mail and didn't get an eligibility result by the deadline.

Consumers who experienced any of these issues are encouraged to contact Heartland Rural Health Network's certified ACA Navigator, Angela Hendry, to schedule an appointment to continue the

application process. Navigator services are free of charge. Angela can be reached at 863-452-6530 x 303.

## Network Offers **FREE** Nutrition Program

If your business, agency, or organization is interested in hosting a FREE interactive, fun and educational 6 week evidence based healthy nutrition class for either your staff or clients please contact

[Melissa Thibdoeau](#), Coordinator to schedule a program. Suggested class sizes are between 8-15 participants. Classes will be conducted at your site of preference and include a healthy snack/demonstration at each class.



<b>C</b> hoosing <b>H</b> ealth <b>O</b> ver <b>I</b> llness with <b>C</b> reative <b>E</b> ating	Heartland Rural Health Network Adult
	<b>CHOICE Program is FREE &amp; FUN!</b>
	Have fun eating healthier by the choices you make.
	<i>Healthier eating, healthier life!</i>
	Call for a class near you
	<b>863-452-6530 x301</b>
<small>Funded in part by Office of Minority Health &amp; Office of Rural Health, Florida Dept. of Health, HRSA Outreach Grant DO4RH23580.</small>	

## Use AmazonSmile to help HRHN Fundraise!

Heartland Rural Health Network is now part of AmazonSmile, a website operated by Amazon that lets customers enjoy the same wide selection of products, low prices, and convenient shopping features as on Amazon.com. The difference is that when customers shop on AmazonSmile, the AmazonSmile Foundation will donate **0.5%** of the price of eligible purchases to the charitable organizations selected by customers.



Use AmazonSmile just as you would the regular Amazon site and .5% of your purchase is donated by AmazonSmile to your non-profit of choice!

To have AmazonSmile contribute **0.5%** of your eligible purchases to Heartland Rural Health Network simply click our [link here](#) and it will take you directly to our AmazonSmile page. That's it! You shop as you normally do and HRHN will receive **0.5%** from AmazonSmile for any eligible purchases. There is no additional costs or hidden fees for your participation in the program.

Each quarter, the AmazonSmile Foundation makes donations to eligible charitable organizations by



electronic funds transfer. Donations will be transferred approximately 45 days after the end of each calendar quarter.

Don't forget to bookmark the link and every time you shop through AmazonSmile you are supporting HRHN!

## Network Building A Virtual Wall--One Tile At A Time!

The Heartland Rural Health Network continues building a virtual wall to help raise funds for Network programs. For a nominal donation, you receive a piece of 'digital real estate' on our website for an entire year! HRHN's site receives over 1,000 unique visits on a monthly basis. This is a **cost effective** way to promote your business, organization, or share your personal interests! It's quick, easy & fun!

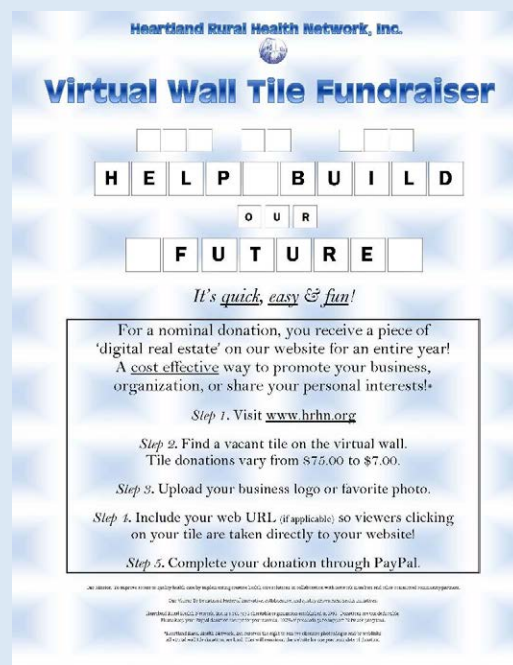
**Step 1)** Click a vacant tile on the virtual wall;

**Step 2)** Upload your business logo or favorite photo;

**Step 3)** Include your web URL (if applicable) so viewers clicking on your tile are taken directly to your website;

**Step 4)** Complete your donation through PayPal. Print your receipt for your tax records- HRHN is a 501 c 3 charitable organization and donations are tax deductible.

Square sizes vary and range in price from \$75.00 to \$7.00. Squares can be purchased for personal or business. Please join us in this "fun"-raising effort! [Click here](#) to see the available squares on our virtual wall.



Florida Rural Health Association

Save the Date!

## 21st Annual FRHA Educational Summit

November 19-20, 2014

The Florida Hotel and Conference Center

Orlando, Fla.

**Intended Audience:** administrators of rural hospitals, nursing homes and clinics; rural EMS professionals; community health workers; public health leaders and students

**Highlights include:**

- Tracks on Advocacy, Quality and Finance in Florida's rural communities
- Continuing Education Credits
- Networking Reception

Learn more and sign up for the FRHA mailing list at [www.floridaruralhealth.org](http://www.floridaruralhealth.org)



Florida Rural Health Association  
*One Voice for Florida. Louder.*



SUWANNEE RIVER  
Area Health Education Center

For more information on the Summit please [click here](#) to visit the FRHA website.

## A Rural Health Approach to ICD-10 & Clinical Documentation



May 7th, 2014

9 a.m. to 3 p.m.

Florida Gateway College

Lake City, Fla.

Registration: \$100

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

Gary Lucas, a nationally recognized ARHPC instructor with over 20 years of experience, will provide valuable information needed to meet your coding, reimbursement and compliance goals in 2014.

**Target Audience:** physicians, nurses, mental health counselors, coders, HIM directors, billers and other healthcare professionals working with ICD-10



**ARHPC**  
Association of Rural Health Professional Coders



Florida Rural Health Association  
*One Voice for Florida. Louder.*

For more information please [click here](#) to visit the FRHA website.

**Heartland Rural Health Network, Inc.**

863.452.6530

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

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 national leader of innovative, collaborative, and quality driven rural health initiatives.

Board of Directors: Robert Rihn, President; Robert Palussek, Vice-President; Anthony Stahl, Treasurer/Secretary; Blake Warren, Past-President; David Robbins; Denise Grimsley, Ann Claussen, Mary Kay Burns, Vincent A. Sica, David Duke, Justin Blalock

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