



FY 2017 – 2018 ANNUAL REPORT

CONTENTS

History	2
Mission, Vision, & Core Values	3
Board of Directors	4
Membership Benefits	5
Services Offered	6
DMCP CHW Program Highlights	7
iMAD PREP Program Highlights	8
Drug Free Highlands Coalition Highlights	9
Financial Highlights	10

**7th
Annual Report
2017 – 2018**



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 25 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** .

Integrity – We encourage the free exchange of ideas in an environment that embraces honesty, fairness, personal responsibility and ethical leadership

Ethics – We respect honesty, fairness, equality, dignity, diversity, and individual rights and demonstrate this through both our actions and words.

Collaboration – We continually seek opportunities to work in partnership with other organizations and share resources to ensure that we are meeting the needs of our community.

Quality – We strive to provide the highest quality products and services that meet the diverse needs of our community.

2017-2018 Board of Directors



Blake Warren,
Board President
Executive Director
Central Florida AHEC

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

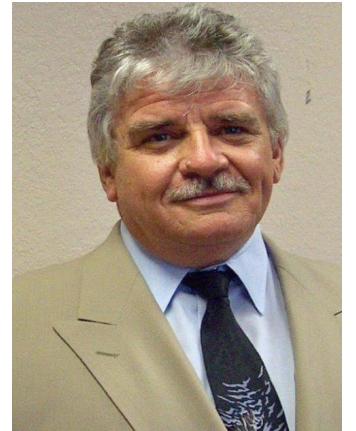


Board Officers



Heather Stephenson,
Board Secretary/Treasurer
Executive Director
We Care of Central Florida

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



Board Directors

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

Justin Blalock, ARNP,
Board Member
ARNP
Pioneer Medical Center

Vince Sica,
Board Member
President/CEO
DeSoto Memorial Hospital

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

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

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.

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.



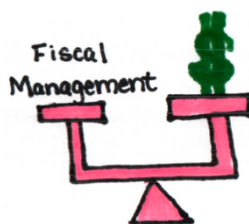
Our Microsoft Excel experts can provide a wide range of Excel consulting services to both large and small businesses. We provide either on-site or virtual consulting based on the client's needs. Whether you need a custom spreadsheet built to collect grant data, time sheets to track employee time by grant, 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.

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.

2017 Outcome Goals

1. Maintain the number of referrals of patients who are new or unsuccessful self-managed diabetic patients by at 60 unduplicated referrals.
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 25 percent to 35 percent the one-year enrollment level of diabetic patients who complete six visits with CHWs to support self-management of diabetic condition.
5. Maintain a rate of 55 percent for diabetic patients who complete six CHW visits that show improvement in diabetic condition as measured by Pre/Post Hemoglobin A1c results.
6. Increase from 50 percent to 57 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 40 percent to 50 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 2
(Outcomes #1, #2, #3, #4 and #7)



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.

Students perceived that the **program** made them **less likely**, on average, to intend to have sexual **intercourse** in the next 6 months **regardless of grade or sex.***

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

97.8%

Of participants completed 75% or more of the program

2,697

The number of youth, 11-19 years of age, who participated in the curriculum programs in Highlands County in the 17-18 School Year

“ I really **liked** this class, it was **fun** and it helped me **understand** more about how other kids are **going through the same thing** as I am.

It was **awesome!** ”

- student comment card

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.

Through Social Media events that include **Reading Rounds** and **Faith Leader and Prevention**, reached

20,000+

Community members.



FAITH LEADERS & MENTAL HEALTH CONNECTION SAVES LIVES

KEYNOTE SPEAKER: REV. JAYE LYNN PEABODY SMITH

May 16th, 2018 from 12pm - 2pm

TEMPLE ISRAEL

1305 TEMPLE ISRAEL DR. SEBRING, FLORIDA



Rsvp to info@drugfreehighlands.org or 863.382.2138 Lunch is provided

HOSTED BY

SEBRING MINISTERIAL ALLIANCE

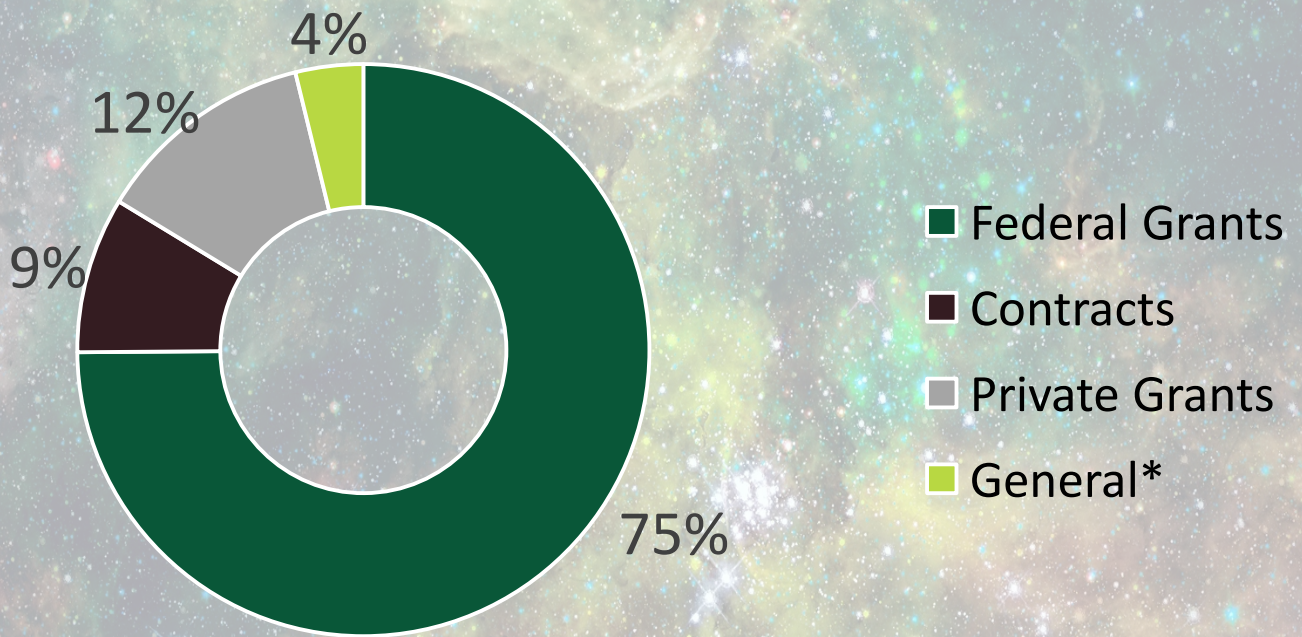
DRUG FREE HIGHLANDS

Drug Free Highlands Chair, Larry Moore, DFH Executive Director, Aisha Alayande, Ivy Gonzalez a Prevention Specialist for Tri County Human Services, Pastor George Miller of Emmanuel Church of Christ, Gerard Dewind a former teacher & county resident and numerous middle and high schoolers from the Positive Action Club gather for the 5th Annual NOPE Candle Light Vigil.

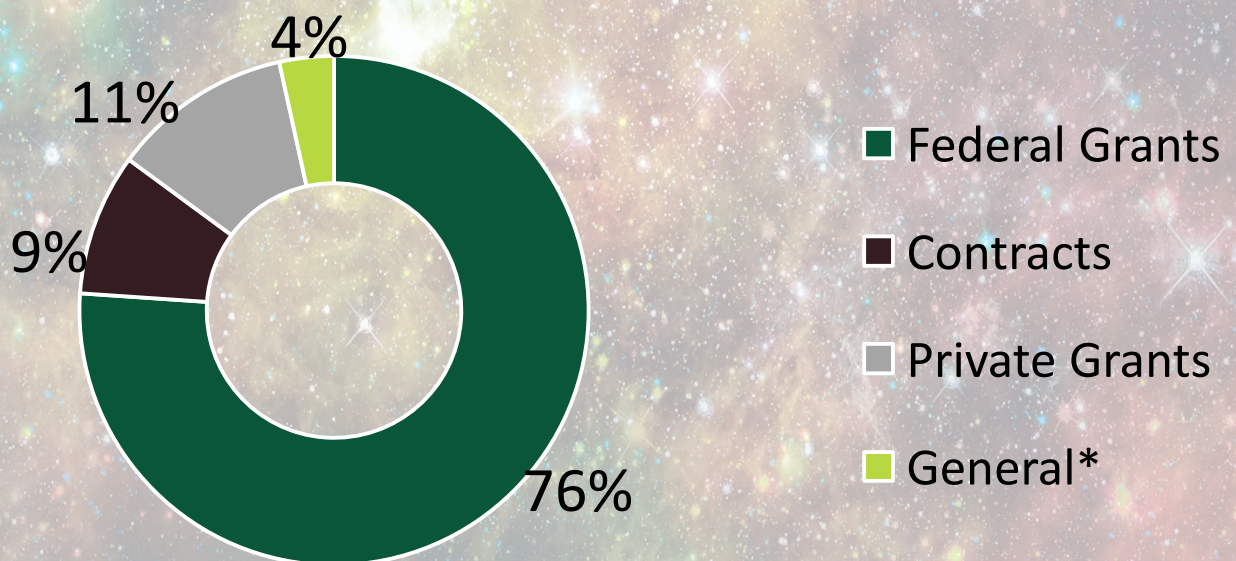
The Drug Free Highlands Coalition continues to grow by offering programs and events that speak to the diverse needs of our community. Through the use of social media and pop culture, the coalition has provided a platform for the residents of Highlands County to share and learn invaluable information. Two new initiatives include *Reading Rounds* (an interactive social media program that invites participants to interact with prevention partners) and *Lunch, Listen & Learn* (A lunch conversation surrounding pop culture, music and more related to Mental Health and Substance Abuse prevention that provide a safe space for Providers and Community members to have in-depth discussions. The coalition also partnered the Aviation Expo in Sebring FL for our Farfromhigh Campaign to promote awareness surrounding substance abuse in the aviation field.

Financial Highlights

Income by Funding Source



Expenses by Funding Source



2017 – 2018 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

