

HCC of Rural Missouri

formally HCC of Lafayette County



“I Wish I knew then...what I practice now”

Change is Inevitable...Embrace it

4 minutes, 4 hours, 4 days, 4 months, 4 years

4 Minutes

What is a Network?
What does that mean?

4 Hours

What is my job?
What is my goals?
Who is my boss?

4 Days

Who is my board?
What do they do?
Why do they participate?

4 Months

What is sustainability?
What are other networks doing?
What am I supposed to be doing?

4 Years

How am I teaching others?
How am I still learning?
How is my network improving and responding?

Acronyms are our friend....

HIT – Health Information Technology

FQHC – Federally Qualified Health Center

RHC – Rural Health Clinic

SORHP – State Office of Rural Health Policy

REC – Regional Extension Center

GP – Group Purchasing

EMR – Electronic Medical Records

eRx – Electronic Medical Records

CHC – Community Health Centers

CMHC – Community Mental Health Centers

HRSA – Health Resources Services Administration

HHS – Health and Human Services

EHB – Electronic Handbook

NGA – Notice of Grant Award

PIMS – Performance Improvement System

ORHP – Office of Rural Health Policy

RAC – Rural Assistance Center

NCHN – National Cooperative of Health Networks Association

OAT – Office for the Advancement of Telehealth

If you've seen one network you have seen ONE network

Vertical Networks

A network of members who provide different types of services (Primary Care, Mental Health, Dental Services, Social Services, Public Health, etc.)

Horizontal Networks

A network of members who provide the same type of services (Critical Access Hospitals, Federal Qualified Health Center, Community Mental Health Center, Health Department, etc.)

HIT Networks

A network of members who are focused on the development and implementation of health information technology. (Electronic Prescriptions, Electronic Medical Records, TeleMedicine/Telehealth)

Diversify your Revenue

FQHC Planning

- Market primary care services for the uninsured and underinsured in Lafayette and surrounding counties
- Extend dental services for Medicaid patients in the region
- Collaborate with existing providers in the region to coordinate specialty care
- Recruit additional providers

Rural Missouri Health Co-op (Insurance Plan)

- Provide access to group health insurance to small businesses in Rural Missouri
- Improve wellness initiatives in worksites through WellnessWorks and 4EverFit websites, on-site coaching and screenings for members
- Increase access to local health care providers through incentive programs

Diversify your Revenue

Collaboration

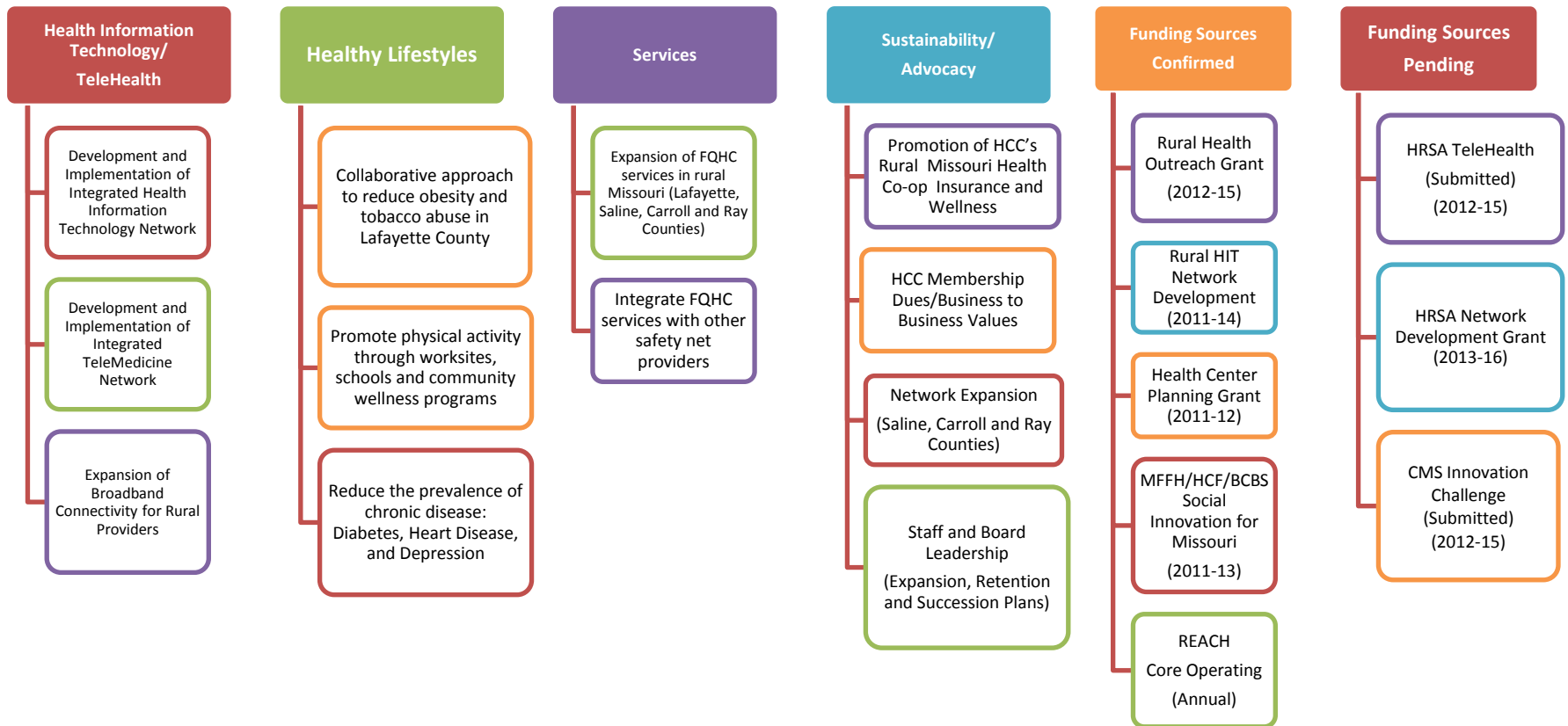
- Ongoing membership recruitment for general membership and committees
- Partner with the Network Member to develop local ownership of FQHC
- Partner with network members to increase physical activity and access to fresh food
- Partnership with regional healthcare providers for specialty services, providing those services at a local level

Health Information Technology

- Development of Lafayette County Missouri Telemedicine/Distance Learning Network
- Expand coverage of telehealth by developing Rural Missouri Rural Telehealth/Distance Learning Network
- Rural HIT Network Development Grant to formalize relations with regional providers (first official expansion project)
- CMS Innovation Project to connect rural Missouri providers to the LACIE HIE through fiber cable

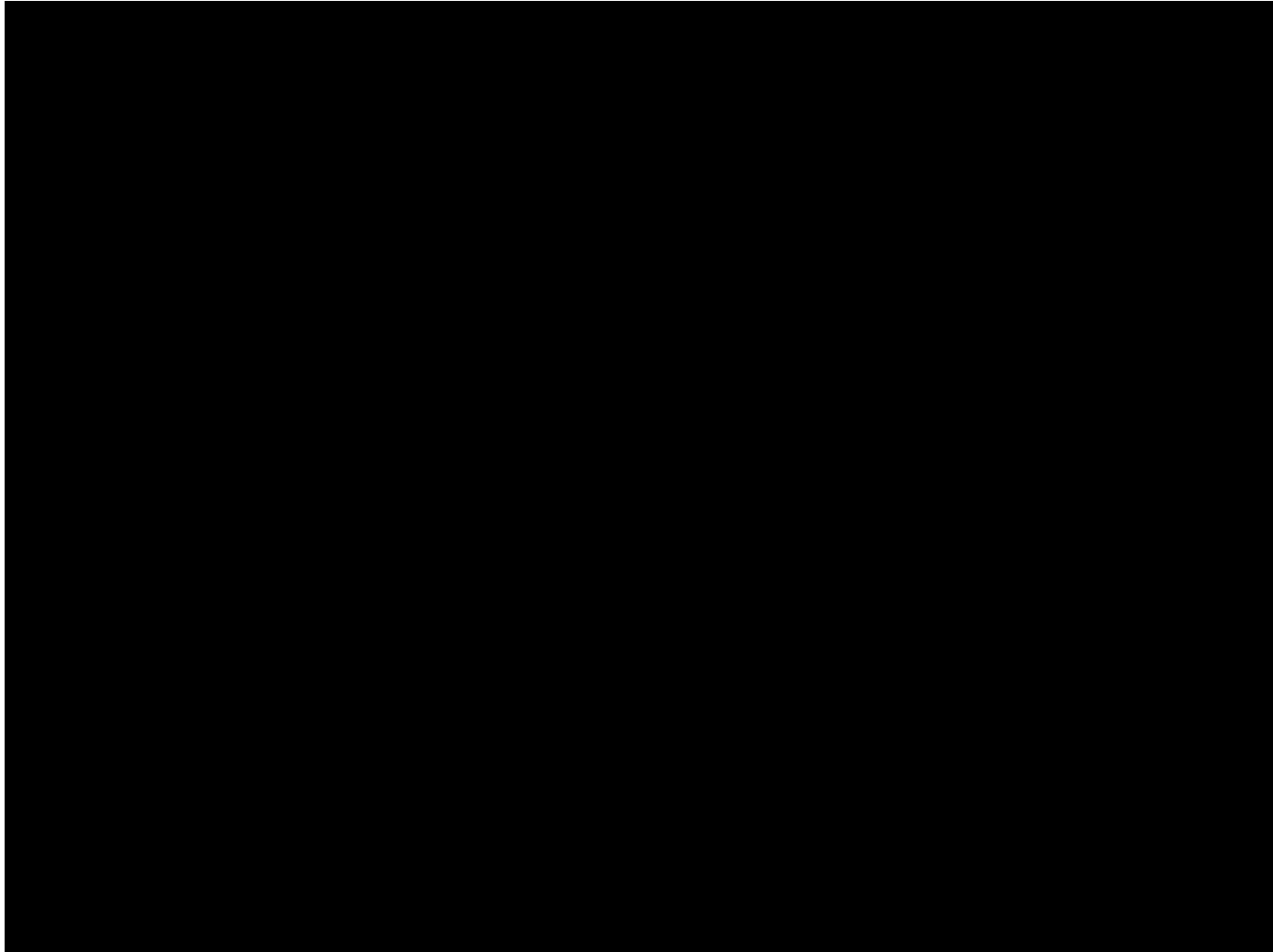
HCC Strategic Plan 2011-14

HCC's collaborative plan to reduce the prevalence of obesity, diabetes, heart disease, depression and tobacco abuse; as well as increase access to care in Rural Missouri



Program Area	Goals	Inputs/Activities	Benchmarks/Activities	Timeline	ED Evaluation
Health Information Technology	A. HIT Network	1a. Development of HIT Network through partnerships with CMHC, CAH, FQHC, Community Hospitals and Private Practices.	1a. Complete a comprehensive readiness assessment 2a. Purchase hardware and software necessary for implementation 3a. Stage 2 Meaningful Use achievement 4a. Electronic Exchange of Information	1a. 2011-12 2a. 2012 2a. 2013 2a. 2014	Successfully manage HIT Network Manager and Network Partners to develop a sustainable program that enhances collaboration among safety net providers in Lafayette, Carroll, Saline and Ray Counties.
	B. TeleMedicine Network	1b. Development of TeleMedicine Network through partnerships with CMHC, CAH, FQHC, Community Hospitals and Private Practices.	1b. Purchase TeleMedicine Equipment 2b. Establish contracts and referrals between providers 3b. Practice integrated TeleMedicine	1b. 2012 2b. 2012 3b. 2012-13	Acquisition of funds to support the development and implementation of a comprehensive telemedicine network in Lafayette, Carroll, Saline and Ray Counties.
	C. Broadband Connectivity	1c. Improve Broadband Connectivity in rural Missouri	1c. Work with ISP to improve connectivity 2c. Upgrade broadband to handle video streaming for specialty care 3c. Work with ISP to develop broadband plan for rural Missouri providers	1c. 2011-12 2c. 2012-13 3c. 2012-13	Work with ISP to improve connectivity in Lafayette, Carroll, Saline and Ray Counties that is financially advantageous to providers
Healthy Lifestyles	A. Reduce obesity and tobacco abuse	1a. Collaborate with Extension and LCHD to implement walking programs and tobacco prevention/cessation programs in: • Worksites • Schools • Communities	1a. Implement NOT on Tobacco and SWAG in six school districts 2a. Implement tobacco cessation programs in worksite 3a. Develop community based program for tobacco cessation	1a. 2011-13 2a. 2011-13 3a. 2012-13	Manage relationships with organizations that focus on the reduction of tobacco abuse and prevalence of obesity in Lafayette County.
	B. Promote physical Activity	1b. Collaborate with community organizations to implement exercise and active living programs in: • Worksites • Schools • Communities	1b. Implement Missouri on the Move in four communities 2b. Implement Active and Healthy Schools in six districts 2c. Promote active living in HCC marketing efforts	1b. 2011-13 2b. 2011-13 2c. on-going	Increase tobacco prevention/cessation programs, exercise promotion programs and increase worksite wellness programs.
	C. Reduce prevalence of chronic disease	1c. Coordinated integrated care between primary care and mental health providers in rural Missouri	1c. Consider case manager positions for both primary care and mental health 2c. Track referrals among network members for Diabetes, Heart Disease and Depression	1c. 2012 2c. 2012	Develop access to programs around the reduction of chronic disease in Lafayette, Carroll, Saline and Ray Counties.
Services	A. Expansion of FQHC services in Rural Missouri	1a. Research the potential for additional FQHC services in Lafayette, Saline, Carroll and Ray Counties	1a. Complete a comprehensive needs assessment for multi-county 2a. Consider special populations for services 3a. Complete a provider inventory (primary care, dental and mental health)	1a. 2012 2a. 2012 3a. 2012	Develop a strategic and business plan to operate multiple sites for FQHC look alike services and eventually a new site application to serve portions of Lafayette, Carroll, Saline and Ray Counties.
	B. Integration of FQHC services with other safety net providers	1b. Develop an integrated service delivery model for FQHC's, CMHC, CAH, Community Hospitals, Private Practice and Social Service Agencies.	1b. Develop an appropriate service delivery model based on need 2b. Develop systems and procedures to support model 3b. Develop quality improvement plan	1b. 2012 2b. 2012 3b. 2012	
Sustainability/ Advocacy	A. Promotion of HCC's Rural Missouri Health Co-op Insurance and Wellness	1a & b. Develop sustainable revenue streams through Rural Missouri Health Co-op Insurance and Wellness and HCC Membership/Business to Business values	1a & b. Market and sell revenue driven programs; secure cost saving programs for network members	1a & b. Ongoing	Increase number of businesses purchasing insurance from HCC's policy and enrolling in health and wellness programs.
	B. HCC Membership Dues/Business to Business Values				Develop a B2B plan that encourages membership to HCC.
	C. Network Expansion	1c. Develop contracts or agreements with neighboring communities to join HCC	1c. Market and sell HCC network programs (HIT, TeleMedicine and integrated services)	1c. Ongoing	Develop new MOU's for network partners for HIT, TeleMedicine and Integration.
	D. Staff and Board Leadership	1d. Develop a retention and succession plan for staff and board members	1d. Work with consultant to develop formal plans	1d. 2012	Development of HCC Board job descriptions, retention and succession plans.
	E. Legislative Development	1e. Increased communication with political leaders, funders and organizational leaders	1e. Expand awareness of Rural Health Networks and their importance to rural America	1e. Ongoing	Development of a Legislative campaign and recruitment of advocacy members

10 minds are better than one...
Leadership & Collaboration



Membership is KEY to successful program integration

Membership

- Priority quoting and comprehensive employee benefits consultation
- Membership Luncheons
- Business Networking
- Preferred pricing on Grant Writing services
- Workplace wellness programs
- WellnessWorks! Membership
- HCC eNewsletter
- Intervention Plans and HRA
- Wellness Coaching
- Preferred pricing for On-site Health Screenings

Insurance Marketing Fees

- Insurance Broker Agreement for HCC to receive marketing fees for promotion of insurance product
- HCC receives fees for all product lines (health, life, property and casualty, etc.)
- Allows for portability of the product – Broker is willing to work with brokers of other agencies to market the product
- Coupled with wellness program for maximum return on premium reduction
- Incentive plan for local providers

Wellness Coach

- Any member of HCC can purchase services
- Wellness Survey
- Establish goals and objectives of employee wellness
- Develop a wellness team, budget and timeline
- Internal promotion campaign
- Register participants
- Determine benchmarks
- Evaluate/monitor program
- Provide employer with health related statistics and other data of employees

HCC Membership Options



HCC Membership Offers
More Benefits, Advantages and Value

Membership Options

Individual Membership

- Membership Luncheons
- Business Networking

Associate Membership

2 members per organization

- Membership Luncheons
- Business Networking

Partner Membership

2 members per organization

- Membership Luncheons
- Business Networking
- Internet advertising on HCCNetwork.org
- Preferred pricing on grant writing

Preferred Vendor Membership

2 members per vendor

- Membership Luncheons
- Business Networking
- Internet advertising on HCCNetwork.org
- WellnessWorks! e-newsletter advertising
- Sponsorship mention on all HCC radio spots and print ads
- Signage at each HCC Membership Meeting and Annual Meeting

Sponsorship Opportunities

Health Fair Sponsorship

- Business Networking
- Internet ads on HCCNetwork.org
- Print and radio ad sponsorship mention
- Signage at each HCC Membership Meeting
- Signage at HCC Health Fair
- HCC Membership Meeting guest speaker opportunity

Meeting Sponsorship

- Membership Luncheons
- Business Networking
- Internet advertising on HCCNetwork.org
- Signage at each HCC Membership Meeting
- HCC Membership Meeting guest speaker opportunity

Interested? Call for pricing details or to schedule a visit, 660.259.9019.

HCCNetwork.org
WellnessWorks.HCCNetwork.org

Paid for with federal funds.



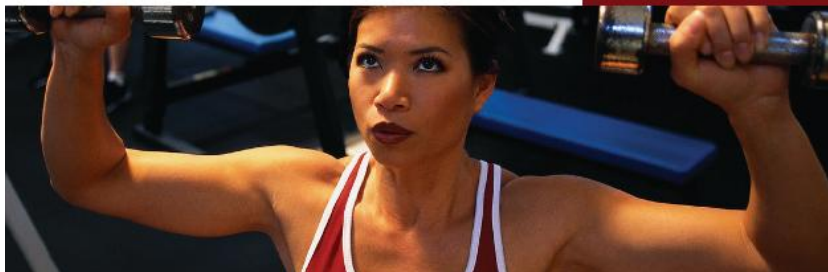
Rural Missouri Health Co-op Membership Options

Creating a healthier workforce is the catalyst.
A lower premium is the outcome.

Benefits Include:

- Priority quoting and comprehensive employee benefits consultation
- Membership Luncheons
- Business Networking
- Preferred pricing on grant writing
- Workplace Wellness programs provided by HCC's network partners: CPR/AED, smoking cessation, diabetes education, etc.
- WellnessWorks! Membership at WellnessWorks.HCCNetwork.org
- HCC e-newsletter
- Preferred pricing on Workplace Wellness Intervention Plan Development and individual Health Risk Appraisals
- Wellness Coaching programs designed especially for small businesses
- Preferred pricing for On-site Health Screenings: blood pressure, height, weight, cholesterol and blood sugar tests

For pricing and other details, contact the HCC at 660.259.9019.



Final Thoughts

Continue to Evaluate the Big Picture

Leadership and Board Members are Key

Don't be afraid of changing directions

Be aware of who you serve

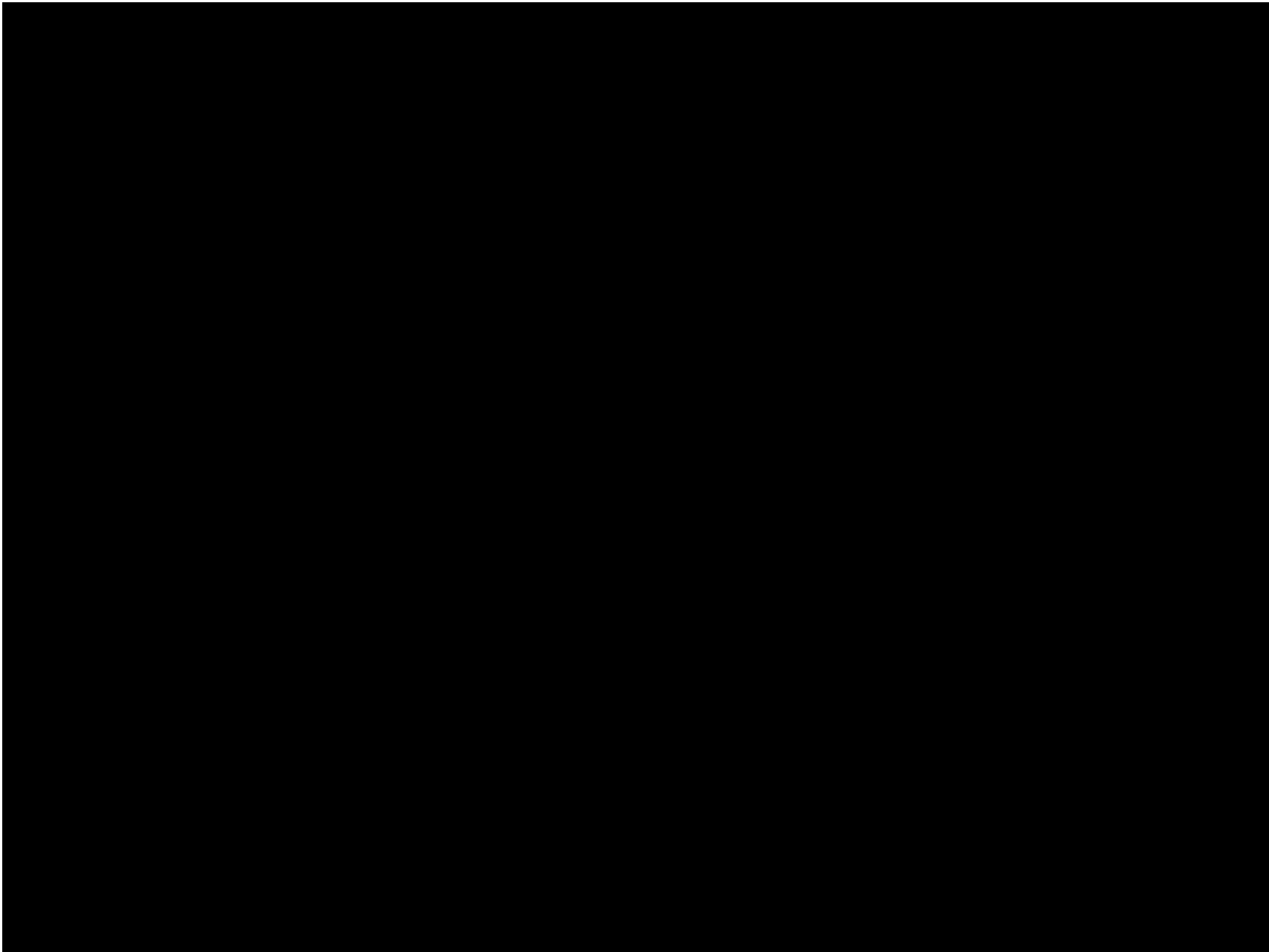
Listen to your community

COMMUNICATE with your partners, members, funders and communities

It is confidence in our bodies, minds and spirits that allow us to keep looking for new adventures, new directions to grow in, and new lessons to learn – which is what life is all about....Oprah

I wish you success...





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