



# Special Delivery **ONLINE**

Colorado Rural Health Center

Fall 2005

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## CRHC News

The Colorado Rural Health Center is a nonprofit organization whose mission is to enhance healthcare services in Colorado. CRHC does this by providing information, education, linkages, tools, and energy toward addressing rural healthcare issues.

There are numerous ways to be involved in CRHC's efforts including membership. Just call or write for more information. The Special Delivery Newsletter is posted on the Colorado Rural Health Center's Website quarterly to give our constituents information about programs and resources available.

### Staff:

- Cherith Chapman  
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- Denise Denton  
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- Mike Dohrmann  
Operations and Programs Associate
- Sally Kiser  
CAH Program Associate
- Kathy McCune  
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- Katie Overton  
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### CRHC Needs a Hand

CRHC needs a hand with the cost of printing CRHC brochures, which are distributed in Colorado and nationally. If you have an on-site resource for printing this or could provide the financial resources for printing, it would be greatly appreciated. We are hoping to print 5000 copies. The bids we received from local printers ranged from \$2060.00 to \$3281.80 (before tax). The brochure is a lovely one-page, color, front and back, tri-folded document. In appreciation for your assistance, we will include your logo on the brochure for promotional purposes. If you are interested, please call the Center at 1-800-851-6782 or email [info@coruralhealth.org](mailto:info@coruralhealth.org).

### Exempla Saint Joseph Hospital : CRHC's Newest Investing Corporate Member



The Colorado Rural Health Center would like to welcome Exempla Saint Joseph Hospital as our newest corporate investing member. Corporate investors play a vital role in helping the Center provide high quality services and programs to meet the health needs of rural Colorado.

Exempla Saint Joseph Hospital has launched a much-needed service to the community- a mobile mammography unit. The van provides care to underserved women in the seven-county Denver metropolitan community and several Front Range counties. The mobile mammography unit is made possible by Exempla Saint Joseph Hospital, Saint Joseph Hospital Foundation, and by a grant from the Denver Affiliate of the Susan G. Komen Breast Cancer Foundation.

The Exempla Saint Joseph Hospital Mobile Mammography Van will begin operations in September 2005 and visit convenient sites throughout Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Gilpin, Jefferson, Larimer, Park, and Summit counties. It will provide the following services: clinical breast exams, screening mammography, breast health education, pelvic exams, and pap smears. To learn more about the Exempla Saint Joseph Hospital Mobile Mammography Van, or to schedule the van for your location, call Greg McKay at 303-837-6667.

For more information on membership, please contact the Colorado Rural Health Center at 303-832-7493 or 800-851-6782.

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**CRHC Welcomes Two New Board Members:  
Bob Omer and Vonie Weaver**

Bob Omer- Bob Omer is the Chief Executive Officer of Pioneers Medical Center, including Pioneers Hospital, Walbridge Wing (SNF), and The Meeker Family Health Center (PB-RHC). Bob also serves on the Boards of The Western Healthcare Alliance and The Colorado Association of Healthcare Executives. His nearly 30 years experience in executive management includes tertiary, community and rural hospitals and nursing homes, physician clinics and practices, and rural healthcare in the Midwest and Mountain West. Bob is a graduate of both The University of Utah (B.S.) and Washington University (MHA) in Saint Louis. He is a Fellow in the American College of Healthcare Executives. Bob and his wife Debbie enjoy hiking, backpacking, mountain biking, and traveling to visit family and friends.



Vonie Weaver- Vonie Weaver is the Senior Programs Coordinator for the Wray Rehabilitation and Activities Center (WRAC) and enjoys working with the senior population. She has been employed by the WRAC for the past four years and also held her current position from 1993-1996. Vonie was employed by Eastern Colorado Services for the Developmentally Disabled from 1992-1998 and worked with seniors residing in a nursing home setting. Living on a farm and raising cattle and wheat and working at a vet clinic is also part of her past. Vonie has been married for 25 years, she and her husband Tom have 2 grown children who reside in the Denver area.

**Mergers and Acquisitions**

The Center is happy to announce that three of our staff members were recently married. In fact, all three weddings occurred within about one month of each other. Denise Denton, CRHC's Executive Director was married on July 2, 2005 to Denny O'Malley in Carmel, California. Katie Overton (formerly Kissell) was married to Luke Overton on July 22, 2005 in Golden, Colorado. Mike Dohrmann was married to Jennifer Mattern on August 8, 2005 in Steamboat Springs, Colorado.

**Antique Wheel Chair Available for Bid**

Interested in this beautiful antique wheelchair? It is available to the highest bidder. Kind of like our own little e-bay. And your bid will actually be a donation to the best darn Office of Rural Health in the country. Yes, that's us. (The lovely Welsh Pembroke Corgi is not included. That's Denise's dog, Buddy.) Let us know if you are interested. All bids must be in no later than Friday, October 14, 2005.



### ***Shock your Friends and Neighbors, Win an AED!***

If you are a rural facility/agency and are feeling left out of the Automated External Defibrillator (AED) loop, here is another chance to receive an AED. CRHC is having a contest and will award three AEDs across the state to those that can be creative, and most importantly demonstrate a true need. The rules of the contest are:

- Must be a facility or agency in a rural area (as defined by the Office of Rural Health Policy)
- Must have and explain a genuine need for an AED
- Entries can be in any of the following categories:
  - ◆ Creative Writing (poem, short story, verse)
  - ◆ Art (poster, drawing, painting)

For complete contest rules and deadline information call Ron at 1-800-851-6782.

The AEDs for this contest are provided with funding from the Health Resources and Services Administration (HRSA) for the Rural Access to Emergency Devices grant, coordinated by the Colorado Rural Health Center.

### **CRHC Welcomes New Staff—Cherith Chapman and Kathy McCune**



Cherith Chapman- Cherith joined the center in July 2005 as an Administrative Assistant. In September 2005, she became the Center's Recruitment Specialist for the Colorado Provider Recruitment (CPR) program. Cherith has lived in Denver for 8 years and has worked in both for-profit and non-profit organizations. She has a B.S. in Business Administration from Berea College in Berea, KY. In her free time she enjoys reading, learning, and taking part in outdoor activities such as running, hiking, and swimming.



Kathy McCune- Kathy is the Center's new Administrative Manager and joined the center in August, 2005. She has a Masters in Nonprofit Management from Regis University and her varied background includes the operations and financial management of four drug and alcohol treatment facilities and marketing and operations of an assisted living and Alzheimer's community. She also has over five years of experience in association management. A native of Colorado, Kathy enjoys spending time with her husband, three children, and grandchild, traveling, and playing golf.

## Marva Jean Jackson Assists with CRHC's Recruitment Program



The Center's recruitment program, Colorado Provider Recruitment (CPR), has entered into its fourth year of providing recruitment and retention services to Colorado's rural and underserved communities. In order to evaluate the effectiveness of the program, the Center tracks the number of active candidates pursuing opportunities in Colorado, the number of opportunities posted through the CPR program, and the number of placements made. Since its inception, CPR has placed 32 providers, including physicians, dentists, physician assistants, nurse practitioners, and dental hygienists.

In December 2004, a telephone survey was conducted to assess the satisfaction of CPR's contracted communities with the services provided. Responses overwhelmingly revealed that clinics and hospitals greatly value the services provided by the program. It was noted that a number of facilities were most pleased with the fact that the CPR staff screen potential candidates prior to referring them for consideration. The recruitment staff makes sure to carefully "match" the providers' interests with the needs of the community.

In June, the Center asked Marva Jean Jackson to conduct an assessment of the CPR program and its internal operational effectiveness. Marva Jean retired from the National Health Service Corps in 2002 after thirty years of service, and after placing hundreds of providers in underserved communities throughout Colorado. Marva Jean evaluated the staff structure, processes and procedures, computer system, and daily operations of the program, and made some valuable recommendations for improvement. During that time, Marva Jean also served as a consulting recruiter for the program, and placed two providers!

## Grants and Scholarships Available from the Colorado Rural Health Center's Workforce Programs

### Educational Loan Repayment Grants

Educational loan repayment awards are available to facilities as a recruitment incentive for a healthcare professional not yet hired, or as a retention tool for a professional currently on staff with educational loans. Healthcare professional includes physicians, nurse practitioners, physician assistants, providers of mental and dental health services, pharmacy, and allied health providers (for example lab or radiology technicians). ***The Fall CROP application deadline has been extended to November 1, 2005.***

### \$500 Marva Jean Jackson Scholarships Available for Healthcare Education

The Marva Jean Jackson rural Community Health Scholarship program was created to support rural "grow your own" efforts. The MJJ Scholarship program will match rural community/facility programs that support healthcare training and education for people within the community. Rural communities can apply for up to \$500 each year and the grants must be matched dollar-for-dollar by the community. Marva Jean Jackson Scholarship Applications are accepted throughout the year.



Walsh Healthcare Center, a long-term care facility, recently applied for and was awarded funding through the Marva Jean Jackson Scholarship program to help pay for the education of Tara Greathouse, a CNA with the goal of becoming an LPN and then hopefully, a Registered Nurse. Tara wants to stay in the community and offer her skills to the elderly population. During the past year, Tara has attended nursing classes part-time at Lamar Community College and maintained a full-time work schedule at Walsh Healthcare Center. Colorado Rural Health Center is excited to provide a \$500 scholarship to help Tara achieve a career in rural healthcare.

If you would like to receive applications for either program, please contact CRHC. If you have any questions about your eligibility or project idea, please contact Ron Seedorf at 800-851-6782 or by email at [rs@coruralhealth.org](mailto:rs@coruralhealth.org). You can also find out more about the Center's Workforce Programs by visiting our web site: [www.coruralhealth.org](http://www.coruralhealth.org)

## CRHC Investing Membership Renewals Coming Soon

The leaves are changing colors, the temperatures are dropping, and the days are slowly getting shorter. What does that mean? It means that it's just about time for Investing Membership Renewal at the Colorado Rural Health Center. (Did you think we were going to say Fall?) As a nonprofit organization, we rely upon the support and contribution of our Investing Members to carry out our mission. If you benefit from, or are impressed by what we do, please consider becoming an Investing Member of the Center. Or, if you are a current Investing Member, please continue your support by renewing your membership with the Center when we mail out renewal invoices later this year. Here are just some of the benefits of becoming a CRHC Investing Member (we currently offer Student, Individual, Organizational, and Corporate Investing memberships):

### Individual Investors/Student Investors

- ◆ Quarterly newsletters and monthly informational bulletins
- ◆ Conference and workshop announcements
- ◆ Discounts on events and publications
- ◆ Notices of rural health funding opportunities
- ◆ Access to scholarships for Center events

### Organizational Investors

#### *same as Individual plus:*

- ◆ Group discounts for Center events
- ◆ Eligibility for Rural Health Seed Grants (rural investors)
- ◆ Opportunity for 3 other employees of the organization to receive Center mailings

### Corporate Investors

#### *same as Organizational plus:*

- ◆ Membership plaque
- ◆ Special recognition in Center communications
- ◆ Up to 5 people can receive Center mailings
- ◆ 2 free registrations for the Statewide Annual Rural Health Conference

## KIND Mobile Dental Clinic Returns to Southern Colorado

*Source: Kids in Need of Dentistry*

Kids in Need of Dentistry



The Miles for Smiles mobile dental van has returned to Southern and Southeastern Colorado to deliver comprehensive dental services to financially disadvantaged Head Start children. Its first stop was the town of Boone. From Boone, the mobile dental clinic moves to Granada for

two weeks of care. The van will remain in Southeastern Colorado and the San Luis Valley visiting communities through the week of November 28.

It is the second of a three-year program provided through a partnership of Kids in Need of Dentistry (KIND), Otero Junior College's Child Development Services (OJJ/CDS) and the Anthem Blue Cross and Blue Shield of Colorado Foundation. In 2004, KIND's Miles for Smiles mobile dental clinic saw 405 children and provided \$98,435 in value of service during a three and a half-month swing through the southern part of the state.

The state-of-the-art mobile dental van will again provide dental services for children enrolled in the OJC/CDC Head Start Program, including Head Start, Early Head Start and Migrant/Seasonal Head Start children.

The Miles for Smiles mobile dental program is partially funded by a three-year \$400,000 grant from the Anthem Foundation. In addition to Boone and Granada the mobile clinic will make stops at Alamosa, Center, Olney Springs, Las Animas, Lamar, Rocky Ford and La Junta.

KIND is a nonprofit dental charity that has been providing low-cost dental care to children of low-income families for the past 92 years. It is the first and only access program in the country to earn the endorsement of the American Dental Association and one of only two charities in the country to have been endorsed by the American Academy of Pediatric Dentistry.

OJC's Children Development Services currently serves more than 900 children, 77 percent of whom are of Hispanic/Latino origin. It provides early childhood education programs for children from birth through five years of age. For more information, please visit the KIND web site: [www.kindsmiles.org](http://www.kindsmiles.org)



**Where in rural Colorado can this sign be found?**

**Be the first person to call us at 800-851-6782 with the correct answer and win a prize from CRHC's prize box!**

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***Meetings and Resources***

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**Colorado Association for School-Based Health Care Announces Annual Meeting and Seeks Nominations for 2005 Outstanding Contributor Award**

*Source: CASBHC*

CASBHC will be hosting the Third Annual Workshop and Conference on Sept. 29th-30th at the Park Hill Golf Club in Denver. This year's theme is Managing Mental Health Challenges in Schools. Daily registration fees range from \$12.50 - \$50.00. CEUs will be available for an additional fee. Complete event schedule and registration is available on-line at [www.casbhc.org/conference.htm](http://www.casbhc.org/conference.htm).

CASBHC is seeking nominations for the 2005 Outstanding Contributor awards. These awards recognize the leaders in school health services. Award criteria and nomination application is available on-line at [www.casbhc.org/nominations.pdf](http://www.casbhc.org/nominations.pdf). Nomination deadline is September 9th. Award recipients will be recognized at a reception on September 29th (following the CASBHC workshop).

**4th Annual Healthcare Financial Management Association (HFMA) Colorado Chapter Great Fall Rural Hospital Conference**

*Source: HFMA Colorado*

This year, there will be three nationally known speakers presenting at the 4<sup>th</sup> Annual Great Fall Rural Hospital Conference. The conference will begin with John Supplitt, Section Director for Rural Hospitals, American Hospital Association, who will present the Annual Washington Update for Rural Hospitals. John will provide insight as to what's happening at the Federal Government level and how it will impact the rural hospital.

Eric Shell, Principal, Stroudwater & Associates, will address important issues related to Critical Access Hospital economics so that operational decisions can be better informed by the dual nature of a CAH's reimbursement system (e.g., cost-based reimbursement for Medicare and Medicaid and fee for service reimbursement for commercial insurance and private pay). Through a model that simulates CAH financial performance, questions to be answered include how to define and create margin, should the CAH status reduce our commercial insurance business, and what impact do swing beds have on our bottom line.

For the Patient Financial Services audience, Diane Meredith-Gordon, President of Smart Cookies Consulting, will present a Quality Assurance viewpoint for the Business office. She will explain how to set achievable benchmarks and establish procedures to streamline daily operations.

For more information, please contact Hal Prink at 720-936-1750 or visit the HFMA-Colorado web site: <http://www.hfma-co.org/>

**Make Use of the Rural Assistance Center**

The Rural Assistance Center (RAC) was established in December 2002 by the US Department of Health and Human Services as a rural health and human services ‘information portal.’ RAC helps rural communities and other rural stakeholders access to a full range of programs, funding, and research available in rural health. RAC maintains a clearinghouse of information and assistance including:

- ◆ Identifying potential funding opportunities
- ◆ Locating appropriate federal or state agency contacts
- ◆ Finding print and electronic documents
- ◆ Locating statistics, data sources, and maps
- ◆ Connecting you to organizations, experts, and colleagues.

You can reach RAC at (800)270-1898 or [www.raconline.org](http://www.raconline.org)

**Rural Dental Access Barriers**

The following was taken from Rural Healthy People 2010: The State of Oral Health at the Southwest Rural Health Research Center:

- ◆ Shortages of dentists are much greater in rural areas of the country.
- ◆ Dental visits tend to be lower among 18-64 year-old people in rural areas than urban areas.
- ◆ Nationally, rural areas record higher rates of 65 and older people with total tooth loss than do urban counterparts.

A distinct disparity is seen in the survey data between urban and rural areas, revealing dental carries among children and adults to be more prevalent in rural populations than in urban populations.

To find this report, and other reports by the nine Rural Health Research Centers, go to [www.rural-health.org/database](http://www.rural-health.org/database).

**Funding Opportunities and Upcoming Events**

**Rural Health Seed Grant Program**



CRHC contributes five percent of its total annual income to support projects that improve healthcare in rural Colorado. Any CRHC Organizational Investing Member in a rural area can apply for a grant of up to \$500 each year. CRHC has awarded thirteen Rural Health Seed Grants in 2005. Examples of grants awarded this year include video conferencing equipment in Kremmling, a county-wide health survey in Woodland Park, and a paid internship program to promote healthcare experience in Calhan. For more information, please contact CRHC at 303-832-7493 or 800-851-6782.

**Calendar of Events**

DATE	EVENT	ORGANIZATION/CONTACT
10/6– 10-7/05	Colorado Hospice Organization Conference Vail Marriott Mountain Resort & Spa	CHO <a href="http://www.coloradohospice.org">www.coloradohospice.org</a>
10/11,10/12,10/17, 10/20	CHA Education Program Medicare Prescription Drug Benefit Conference	CHA <a href="http://www.cha.com">www.cha.com</a>
10/17/05	Coding Workshop for Providers Mercy Medical Center– Durango, CO	<a href="http://Colorado Rural Health Center">Colorado Rural Health Center</a> 303-832-7493
10/20– 10/21/05	4th Annual HFMA Great Fall Rural Conference Historic Hotel Colorado– Glenwood Springs	HFMA Colorado Chapter Hal Prink- 720-936-1750
10/24– 10/25/05	Fall Workshop for Clinics and Hospitals Memorial Hospital– Colorado Springs, CO	<a href="http://Colorado Rural Health Center">Colorado Rural Health Center</a> 303-832-7493
11/18/05	Annual Demography Meeting <i>Front Range Community College</i>	Department of Local Affairs 303-866-4147