



# Special Delivery **ONLINE**

Colorado Rural Health Center

Spring 2004

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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.

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### Chuck Fluharty with the Rural Policy Research Institute Will Present at the 2004 Annual Colorado Rural Conference



The Colorado Rural Health Center (CRHC) and the Colorado Rural Development Council (CRDC) are proud to announce that Chuck Fluharty, Director at the Rural Policy Research Institute (RUPRI) will speak at the 2004 Annual Colorado Rural Conference, "*Rural Communities: The Heart of Colorado*". RUPRI is the only national policy institute in our country solely dedicated to assessing the rural impacts of public

policies. "Rural Policy", in the past, has traditionally meant a focus on agriculture and the few programs that affected its development, such as the rural electrification program. However, as the US moved away from its dependence on agriculture over the past several decades, its policies have not kept up. Rural policy that focuses on commodity prices, land use and other limited areas is not enough. In addition, rural policy must also now focus on education, economic development, healthcare, leadership development, and transportation services. What kind of rural policy is needed to adequately address these broad areas? How can we ensure that rural areas are understood as a "place" and not just a series of "needs"? What is "placed-based policy" and why does rural matter? Mr. Fluharty will address these topics and discuss the changes necessary to promote appropriate "rural policy".

The conference will be held July 13-15, 2004 at the Raintree Plaza Hotel in Longmont, Colorado. Over 300 participants from an assortment of disciplines including healthcare, economic development, telecommunications, and more will attend this premier event to learn about rural Colorado. To sponsor the conference or purchase an exhibit booth, please call CRHC at 303-832-7493.

### August Breakfast Club Meeting

The August Breakfast Club meeting will be held Friday, August 6<sup>th</sup>! Gail Kelley with Planned Parenthood will present on the programs and services that are offered in rural Colorado communities.

Breakfast Clubs were created to share information with our urban constituents about rural issues. Breakfast Club participants suggest meeting topics. Meetings are held the first Friday of each month.

**There will be no meeting in July!!**

## USWAP Program Gets New Web Page – Makes Successful Matches

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CRHC's Used Supplies With A Purpose (USWAP) Program has made several successful matches in 2004 – partly due to its new web page. The program was created several years ago by the Colorado Rural Health Center to help meet the need for healthcare equipment and supplies in rural communities. USWAP helps link those in need with donor organizations that are able and willing to meet those needs. CRHC plays "matchmaker" to help facilitate the placement of resources in rural communities. And now, it's even easier to take advantage of the USWAP Program through the new web page. The new site allows you to request available equipment, make donations, and add items to the "needed items" list. To view available equipment and needed equipment, please visit [www.coruralhealth.org/crhc/programs/uswap.php](http://www.coruralhealth.org/crhc/programs/uswap.php).



Mike Dohrmann, CRHC and Cecelia Deen, Southeast Colorado Hospital District at the 2004 Rural Health Clinics Forum.

In the last two months, CRHC has had great success placing much-needed equipment. Southeast Colorado Hospital Physicians Clinic went several months without an EKG machine, and Castle Rock Medical Clinic in Castle Rock generously met their need. Conejos County Hospital in La Jara also needed an EKG machine and the Baca/Crestone Ambulance Service had a new machine they were not using and donated it to the hospital. Centura Health Clinic in Winter Park had a Hyfrecator and Pulse Oximeter they no longer needed and the High Plains Community Health Center in Lamar needed the Hyfrecator and the Yuma District Hospital Home Health needed a Pulse Oximeter.

### Prison Populations and Rural Counties

According to the 2000 census, Colorado has 4,301,261 residents. Of these residents, 30,136 are housed in correctional facilities. This means that less than 1 percent of Colorado's total population is incarcerated. Not too bad, one might think.

Crowley County, a rural county in Southeast Colorado, has 5,518 residents, according to the 2000 census. But, did you know that 35.4 % (1,955) of the residents in Crowley County are actually in correctional institutions. 35.4%! Did you know that over half (53.03 % to be exact) of the population in correctional facilities in Colorado reside in 8 rural counties (Bent, Chaffee, Crowley, Fremont, Huerfano, Kit Carson, Lincoln, and Logan).

Colorado Rural Health Center wanted to know how prison populations affect the demographics of small rural counties when over 10 percent of the population resides in a correctional facility. We are currently working on a study in conjunction with the Colorado Health Institute, the Colorado Department of Health, and High Plains Research Network to determine how these prison populations skew health, education, and other demographic data in rural counties. Look for a paper on our findings in the near future.

\*(Source: U.S. Census Bureau, Census 2000 Summary File 1, Matrix PCT16)

## CPR Contracts with Additional Facilities and Places a Cardiologist

CRHC's provider placement service, Colorado Provider Recruitment (CPR), has expanded its customer base by contracting with six additional facilities since January 2004. The new contracts include two rural health clinics, three community health centers, and two rural hospitals. CPR provides comprehensive recruitment and retention services to Colorado's rural and underserved communities. Services include candidate sourcing through national provider databases, advertising and marketing, resume screening, and assistance with site visits and contract negotiations.



Although the program focuses on the placement of primary care physicians and midlevels, CPR also has access to specialty candidates interested in practicing in Colorado. In May 2004, the CPR recruitment staff placed a Cardiologist at Platte Valley Medical Center in Brighton.

In order to promote opportunities to medical residents training in Colorado, CPR participates in COPIC's "Practice Essentials," a multi-dimensional program to help teach the business side of medicine. Family Medicine, Internal Medicine, OB/Gyn and General Surgery residents are invited to these one-day seminars. CPR exhibited at Practice Essentials this spring in Colorado Springs, Denver, Fort Collins, and Grand Junction.

Since inception three years ago, CPR has placed 20 providers, and currently serves 35 communities throughout the state. For more information about CPR, contact Megan McCoy or Rachael Miller at 303-832-7493 or visit our website at <http://www.coruralhealth.org/cpr/>.

## CRHC Welcomes New Staff

CRHC welcomes four new staff people to our team. Mike Dohrmann joined CRHC in March as the TLC Program Associate. Mike will not only work on the new TLC program, but he will also work on the USWAP program, Marva Jean Jackson Scholarship, and LiRNS. Mike is originally from St. Louis, Missouri and moved to Denver six years ago.



CRHC's new staff: Stacey, Mike, Robin, and Rachael

Robin Koiro joined CRHC as a Critical Access Hospital Program Coordinator in February. Robin will maintain and monitor various Critical Access Hospital programs as well as develop new programs and events that benefit CRHC. Robin has a BS in Business Administration with a major in Marketing from Texas Tech University in Lubbock.

Rachael Miller joined CRHC in March after moving to Denver from Sioux Falls, South Dakota. Rachael will work with the Colorado Provider Recruitment program and assist communities in their recruitment and retention efforts. She recently completed her Master's degree in Contemporary Media & Journalism at the University of South Dakota.

Stacey comes CRHC with a background in Parks and Recreation. Originally from California, she moved to Colorado in 1993 and graduated in August 2003 with a BA from the University of Colorado at Boulder in both History and Communication. Stacey joined our team in February as CRHC's new administrative assistant.



**Marva Jean Jackson**

**Rural Community Health Scholarships**

### Marva Jean Jackson Scholarship Awarded for Ms. Paulette Gagnon

The Colorado Rural Health Center was pleased to award a \$500.00 Marva Jean Jackson Scholarship to the West Custer County Hospital District in order to help Ms. Paulette Gagnon, a Medical Assistant, attain an RN associates degree.

Ms. Gagnon is committed to growing with the community and helping provide a higher level of care to Custer County. Ms. Gagnon currently maintains several certifications including ACLS, PALS, CPR, EMT-1, and Limited scope X-Ray certification. She is also an active member of the hospital district's paid volunteer ambulance corps. She currently teaches community and hospital district employees CPR, teaches EMT basics through Memorial Hospital. In fact, she recently trained three classes of EMT's that have added to the total number of people in the Ambulance Corps! On top of all that, she and her son are involved in a variety of activities, including sports and 4H. She is a truly deserving recipient and dedicated to providing quality healthcare to rural Colorado for years to come. Congratulations, Paulette!

## HHS Announces New Collaborative Enrollment Initiative to Help Low-Income Medicare Beneficiaries Sign Up for Drug Discount Card

Source: HHS Press Release

HHS Secretary Tommy G. Thompson announced an initiative that will target enrolling low-income seniors and persons with disabilities in the Medicare-approved drug discount card program, so that these individuals take advantage of discounts and \$1,200 over the next 18 months to pay for their prescription medicines.

While the Medicare-approved drug discount card program provides savings for all participants, seniors, and persons with disabilities who qualify for the \$1,200 credit -- \$600 in 2004 and \$600 in 2005 -- will reap the greatest benefits.

To help the enrollment effort, HHS is making an additional \$4.6 million available to organize and fund community-based organizations that help low-income beneficiaries learn about the Medicare drug discount card program and how to enroll. These funds are in addition to the \$21 million previously made available to the State Health Insurance Assistance Programs (SHIPs), which provide one-on-one assistance to Medicare beneficiaries through trained volunteer counselors who are provided training from CMS.

HHS and the Access to Benefits Coalition (ABC) are also committed to working together in a complementary fashion as they target low-income seniors with education and enrollment programs. And HHS' Administration on Aging (AoA) and Indian Health Service (IHS) are reaching out to their constituencies to make sure they sign up for the program.

The Administration on Aging is directing \$2 million to complement these efforts to educate and enroll beneficiaries. AoA will work through its national network of local community-based organizations to target hard-to-reach, rural, disabled and non-English-speaking beneficiaries. These community-based organizations are the trusted sources that beneficiaries rely on for information, assistance and advice.

For more information, please visit [www.medicare.gov](http://www.medicare.gov).

### For Hospitals, High Volume Doesn't Always Mean High Quality

Two studies released this January show that patient volume data may not be a fair basis for predicting a hospital's quality of care, despite its widespread use for those purposes. The new findings contradict earlier studies, which suggests hospitals performing large numbers of particular procedures tend to have better outcomes. Both studies found that hospital volume is only modestly linked to outcomes.

Direct-quality indicators, like mortality rates, are much more accurate predictors of future outcomes, and their use over indirect measures, like volume, could save lives. One study, by the RAND Corporation, involved an analysis of very low birth weight babies. For more information on the RAND study, visit <http://www.rand.org/news/press.04/01.13.html>

The second study, by the Duke Clinical Research Institute looked at 267,000 heart-bypass procedures. Data showed that some high-volume hospitals had relatively high mortality rates, while other low volume facilities achieved better risk-adjusted outcomes. Researcher Eric Peterson told Modern Healthcare that the study indicated hospital procedure volume was "almost worthless" in choosing a hospital in which to have a bypass procedure. This study was reported in the January 19<sup>th</sup> issue of *Modern Healthcare*, available online at [www.modernhealthcare.com](http://www.modernhealthcare.com).

### Mark Your Calendar

#### The 2004 Annual Colorado Rural Conference

July 13-15, 2004

Raintree Plaza Hotel and Conference Center  
Longmont, Colorado

**Early Bird Registration Ends  
JUNE 14<sup>th</sup>!**

### ANNOUNCING... CRHC's Annual Membership Meeting

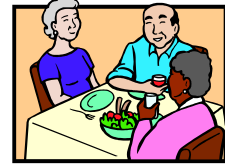
Thursday, July 15, 2004  
8:00am

Raintree Plaza Hotel and  
Conference Center  
Longmont, Colorado

## The Colorado Trust's Community Learning Lunches

As a follow up to last summer's statewide *Partners In Leadership* conference, held in Denver, The Trust will host a series of Community Learning Lunches in:

Pueblo, June 9<sup>th</sup>  
 Durango, July 21<sup>st</sup>  
 Grand Junction, July 23<sup>rd</sup>  
 Sterling, August 25<sup>th</sup>  
 Alamosa, September 8<sup>th</sup>



Each gathering will bring Trust grantees and community leaders together to network and learn more about efforts to improve the health and well being of people in each area.

Attendance is by invitation only in order to ensure that space limitations are not exceeded. For more information, including times, efforts that will be highlighted at each Community Learning Lunch, directions and registration, please contact Alisa Schreiber at [alisa@coloradotruster.org](mailto:alisa@coloradotruster.org).

### Prowers Medical Center in Lamar Expanding Facility

#### CRHC Wants to Hear from You!

If your organization has a successful program or upcoming event that you would like to share, CRHC wants to hear from you! We enjoy highlighting our members and their accomplishments. If you have any questions, please call CRHC or forward your articles, events, etc. to [me@coruralhealth.org](mailto:me@coruralhealth.org). The Online Special Delivery is a quarterly publication of the Colorado Rural Health Center.

The Prowers Medical Center in Lamar has partnered with the Neenan Company to expand its current facility in Lamar, Colorado. The new addition will include a 28 room patient bed wing, consisting of 24 private beds and 4 special care beds, as well as a new maternity suite and newborn nursery. Nursing staff elements will be distributed throughout the new addition in order to enhance the staff's ability to provide personalized, quality care. Additional features include a new covered patient drop-off area and new entry lobby. The expansion, expected to be complete this fall, will bring some of the most advanced design trends in the healthcare industry to this rural community.

### National Health Service Corps Ready Responder Program

The Colorado Primary Care Office is pleased to announce that the National Health Service Corps has placed Pascale Lecuire, PA, a Ready Responder, in Colorado. Her practice location is Pagosa Family Medicine in Pagosa Springs. As with all NHSC clinicians, she and the entire practice will see Medicaid, Medicare, CHP+, and uninsured patients. This is an honor for the practice site and will significantly improve access to care in that part of the state.

The US Department of Health and Human Services' Health Resources and Services Administration is recruiting 80 of the Nation's best and brightest clinicians to serve as commissioned officers of the US Public Health Service. The NHSC Ready Responders not only provide essential primary care to people in need, but they are also part of a mobile team of health professionals who will be trained to respond quickly and effectively in the event of a large-scale regional or national medical emergency. The NHSC pays the salaries of these clinicians. The deadline for the program has been extended to September 30, 2004. For more information, visit the NHSC website at <http://nhsc.bhpr.hrsa.gov>.



**Where in Colorado can you see this sign?**

**Be the first person to call with the correct answer, and win a prize from CRHC's prize box!**

### ***Happy Trails***

#### **Next Time You're In Limon, Be Sure to Visit the Tyme Square Inn and Say Hi to Shapegway**

The Tyme Square Inn is Limon's newest privately owned hotel. The hotel sports an indoor heated pool, spa, Internet access and other amenities. However, the best thing about the Tyme Square Inn is not just the wonderful customer service, but you will also be introduced to Shapegway, the nicest lion you'll ever meet. Shapegway greets you as you first enter the lobby of the hotel. Unfortunately, Shapegway is not alive. He died of a heart attack at age 9. He once was a pet to a little girl that now lives in Limon. The little girl used to ride on him, however, explained that she could not bother him for three hours before feeding time! Shapegway was a Barbary lion, which is just like Simba's brother in the Disney movie, *The Lion King*. Shapegway is visiting Tyme Square Inn so that other people can enjoy him. To learn more about Shapegway or the Tyme Square Inn, please call 1-877-900-TYME (8963).



Monica and Mike with Shapegway

### ***Resources and Meetings***

#### **Colorado Area Health Education Center Creates New Website**

The Colorado Area Health Education Center (AHEC) created a Colorado specific site that is designed to help both health professionals and local community organizations understand the health professional loan repayment options available to them. The website focuses on four programs and includes a questionnaire to help determine the programs that one might qualify for. The four loan repayment programs the site focuses on include the National Health Service Corps, the Colorado Rural Outreach Program, the Colorado Health Professions Loan Repayment Program, and the Colorado Dental Loan Repayment Program. For more information, please visit <http://www.uchsc.edu/ahec/lrp/>.

#### **Disaster Training Available Around Colorado**



The Colorado BNICE (Biological, Nuclear, Incendiary, Chemical, and Explosives) Training Center has initiated a statewide training program to educate Colorado's healthcare and public safety workforce in the fundamental principles of preparing for, and responding to, a Weapons of Mass Destruction event. The Colorado BNICE Training Center is working to develop and implement training curricula and continuing education for healthcare and public safety professionals that broadens existing knowledge and ensures essential multidisciplinary and interdisciplinary responses. For more information about courses available, visit [www.bnice.org](http://www.bnice.org).

#### **Drugs of Abuse for Dummies**

Nicolas Taylor, Ph.D., CACIII will conduct a training for human service professionals on the common drugs of abuse. The training will be held Friday, June 25th from 8:30-4:00pm at the Holiday Inn Express in Montrose, CO. Registration fee is \$50 if registered by June 15th and can be done via phone by calling 970-249-4448.

### RUPRI Releases a New Policy Paper

The Rural Policy Research Institute has a new paper available - Information Technology and Rural Health Networks: An Overview of Network Practices. This paper reports the results of interviews with spokespersons for 15 rural health networks regarding the networks' use of information technology (IT). Findings from this research included the following: IT was most beneficial to the network when it was integrated into the initial plans for network development, scaled to the needs of the specific project, and expanded to new applications only as the network matured to take on new tasks. Please visit <http://www.rupri.org/ruralhealth/publications/p2004-3.pdf> to download a copy of the report.

### Recruitment and Retention Efforts for Community Health Centers

Community Health Association of Mountain/Plains States (CHAMPS) has developed a recruitment and retention program to supplement current efforts for community health centers in six surrounding states. CHAMPS has coordinated efforts with Primary Care Associations, Primary Care Offices, Offices of Rural Health and other partners to further recruitment and retention activities. For more information about CHAMPS, please contact Darci Martinez at 303-861-5165 x285.

### Kaiser Commission Releases Publications

Kaiser Commission on Medicaid and the Uninsured (KCMU) has released two new publications that examine the health coverage characteristics of rural America. Latest government data showed that the uninsured population is increasing and nearly one in every five uninsured Americans reside in rural areas. The chart book, *Health Insurance Coverage in Rural America*, can be viewed at <http://www.kff.org/uninsured/4154.cfm> and the fact sheet, *The Uninsured in Rural America*, can be viewed at <http://www.kff.org/uninsured/kcmu225202factsheet.cfm>. These publications detail the health policy issues facing the uninsured and low-income populations living in rural areas. Some of the key findings indicate that:

- Not all rural residents face the same risk of being uninsured. There are wide gaps in health coverage for rural residents who live in counties adjacent to urban counties versus those not adjacent to an urban county.
- In 1998, 30 percent of children in rural, non-adjacent areas had Medicaid or S-CHIP coverage compared to 19 percent of children in urban areas or other rural communities.
- Rural non-adjacent residents are more likely to be uninsured all of the year compared to urban residents. Residents of rural, non-adjacent counties have the lowest rate of private health insurance, largely because they are less likely to be offered health benefits through their jobs.

### Rural America in 2003 At A Glance

*Rural America At A Glance* is a six-page brochure developed by the Economic Research Service, US Department of Agriculture that highlights the most recent indicators of social and economic conditions in rural areas to help develop rural policies and programs. The brochure is the second in a series of reports that uses current social and economic data to highlight important population, labor market, income, and poverty trends in rural areas. The new metropolitan/non-metropolitan classification is also discussed. The format of the report incorporates text bullets with charts and maps to make the report easy to read and visually interesting. This brochure provides information on key rural conditions and trends for use by public and private decision makers and others in an effort to enhance the economic opportunities and quality of life for rural people and their communities. For more information, visit [www.ers.usda.gov/publications/rdr97-1/](http://www.ers.usda.gov/publications/rdr97-1/).

## Funding Opportunities

### Governor's Rural Healthcare Initiative

The Governor and the Colorado Department of Local Affairs (DOLA), working cooperatively with the Colorado Rural Health Center and the Colorado Rural Development Council, are making available \$6,000,000 in grant funds to improve healthcare services in rural areas. The grant funds can be used for public facilities and major equipment. For more information about the grant funds, please call Bill Timmermeyer at 303-866-2156 or call CRHC at 303-832-7493. To view the grant guidance, visit [www.dola.state.co.us](http://www.dola.state.co.us). Letters of Intent for this program are due **August 2<sup>nd</sup> by Noon!**

## W.K. Kellogg Foundation Launches \$8 Million Program to Spark Rural Entrepreneurship Development

The W.K. Kellogg Foundation announced it will award \$8 million in grants to foster entrepreneurship across rural America. Four grants of up to \$2 million each will be awarded to four rural regional entrepreneurship development systems. Each will promote entrepreneurial activity in their region, produce entrepreneurial models for other communities, leverage significant investment, and stimulate national and state interest in rural entrepreneurship policies and strategies.

The application deadline is **August 13, 2004**. Final awards will be announced in March 2005. More detailed application information can be found on the Kellogg Foundation's Web site at [www.wkkf.org/ruralentrepreneurs](http://www.wkkf.org/ruralentrepreneurs), or the Corporation for Enterprise Development's Web site at [www.eshipsystems.org](http://www.eshipsystems.org).

### Universal Service Administrative Company Announces Application Window for Rural Healthcare Service Discounts

Certain rural nonprofit healthcare providers may receive telecommunications services necessary for the provision of health care at reduced rates. For more information, visit [http://www.raconline.org/news/news\\_details.php?news\\_id=21](http://www.raconline.org/news/news_details.php?news_id=21). Application Deadline: **Jun 30, 2004**

### Rural Health Seed Grant Program

CRHC contributes 5% of its total annual income to support projects that match our mission of improving 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 awarded 25 Rural Health Seed Grants in 2003. Examples of projects include a new anti-drug program for youth, a Senior Expo with wellness and educational topics, and an after-school nutrition/cooking program for children and their parents. For more information, please contact CRHC at 303-832-7493 or 800-851-6782.

### Marva Jean Jackson Rural Community Health Scholarships Applications Due July 1st

CRHC's new scholarship program to support rural "grow your own" efforts is now accepting applications. Small grants - up to \$500, are available to match scholarship awards that help rural communities grow the providers they will need tomorrow. Public or private entities in rural areas can apply.

CRHC considers applications on a quarterly basis. The deadlines for submission are January 1, April 1, July 1, and October 1.

### Competitive Cooperative Agreement Funding Available from CDC for Centers for Public Health Preparedness

Funds for this cooperative agreement program are to support Centers for Public Health Preparedness (CPHP) responsible for improving the capacity of the public health workforce to prepare for and respond to terrorism and other emerging public health threats. For more information, visit <http://a257.g.akamaitech.net/7/257/2422/14mar20010800/edocket.access.gpo.gov/2004/pdf/04-12233.pdf>. Application Deadline: **Jul 1st**

### Online Funding Opportunities

The Rural Assistance Center (RAC) has many different funding opportunities listed on their website. Opportunities range from Senior Medicaid Patrol Projects to Rural Business Opportunity grants. Please visit [www.raconline.org/funding/index.php](http://www.raconline.org/funding/index.php) to see a list of different funding opportunities.

### Telecommunications Funding Guide

CRHC has developed a new funding guide for telecommunications projects. The guide contains information about federal grants, private foundations, and other programs that support telehealth-related projects. Also included is information about the Universal Service Fund, which helps to offset telecommunications costs for rural communities. If you would like a copy of the funding guide, contact CRHC and we will send you one, or you can download it from our website. Go to [www.coruralhealth.org](http://www.coruralhealth.org) and click on "Resources" and then "Funding Opportunities."

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<b>DATE</b>	<b>EVENT</b>	<b>ORGANIZATION/CONTACT</b>
6/24/04	Workshop - Identity Theft <i>LMC Resources, Denver</i>	LMC Resources 303-355-1400
7/13-7/15/04	Colorado Rural Health Conference <i>Raintree Plaza Hotel, Longmont</i>	CRHC 303-832-7493 or 800-851-6782
8/6/04	August Breakfast Club <i>COPIC Companies</i>	CRHC 303-832-7493 or 800-851-6782
8/19/04	"Secrets of Top Performing Teams" <i>LMC Resources, Denver</i>	LMC Resources 303-355-1400
9/27-9/29/04	Colorado Public Health Association Conference <i>Breckenridge</i>	CPHA 303-692-2358