

# Special Delivery ONLINE

Colorado Rural Health Center

Holiday Edition— December 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 web site quarterly to give our constituents information about programs and resources available.

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## Happy Holidays from the CRHC Staff



All of the staff from the Colorado Rural Health Center wish you and your family a safe and happy holiday season!

*From Front (left to right):*

*Row 1: Denise Denton, Natalie Tafoya, Callie Preheim*

*Row 2: Katie Overton, Kathy McCune, Cherith Chapman*

*Row 3: Mike Dohrmann, Sally Kiser, Lou Ann Wilroy, Ron Seedorf*

## CRHC Staff Donates to Heifer International

With the holidays just around the corner, CRHC staff started a collection to send to one of our favorite charities! Once again, we decided to donate to Heifer International. Heifer International, a non-profit organization that originated in the 1940's as *Heifers for Relief*, strives to end world hunger by giving farm animals to poverty-stricken communities. The organization began when Dan West, a Midwestern farmer volunteering during the Spanish Civil War, realized that giving poor communities a source of food, rather than small rations, would create a sustainable food source rather than a temporary one. Each recipient of a Heifer animal agrees to give a female offspring to another family, continuing the gift of sustainability in the community. Families are also able to raise money through the selling of their animal's offspring and their by-products—honey, eggs, milk, cheese, wool, and much more.

This year, CRHC staff put together \$230 for Heifer International. With that money, we were able to donate a trio of rabbits, a hive of honeybees, tree seedlings, a flock of hope (including chick, duck, and gosling eggs—depending upon the community's culture and climate), and a flock of chicks! More information about Heifer International, their mission, and their history is available at [www.heifer.org](http://www.heifer.org) or by calling (800) 698-2511.



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**CRHC's Annual Board Retreat**

Every year, the Center board members, staff, and a few guests gather to celebrate the accomplishments of the previous year, plan for the upcoming year, and learn more about rural health in Colorado. This year the meeting was held at the conference center at Mt. Princeton Hot Springs. The meeting included budget reports and signing, a primer on family medicine and a watermelon-seed-spitting contest. To see more photos, check out [http://www.coruralhealth.org/crhc/events/CRHC Board Retreat.htm](http://www.coruralhealth.org/crhc/events/CRHC_Board_Retreat.htm) or visit our web page, click on the events link, and then the CRHC Board Retreat Link.



*Board Members and Staff at Mt. Princeton Hot Springs*

**Colorado Rural Outreach Program (CROP) Event**

On November 15<sup>th</sup>, 2005, the Center hosted a CROP celebration to thank several very generous funders, and one physician in particular, whose vision and energy resulted in over \$1 million of funding for rural Colorado. CROP – Colorado Rural Outreach Program – was started by the Colorado Medical Society's Rural Health Task Force in 1996. The Task Force identified a critical shortage of physicians in rural Colorado and developed a loan repayment program to help alleviate the shortages. The first CROP grants were awarded in 1997. Since then, over \$1 million in grants have been awarded to rural Colorado communities. This year, CROP is moving from the Colorado Medical Society over to the Center. Thanks to a grant from The Colorado Trust's Health Professions Initiative, CROP will continue to support loan repayment grants and will be expanded to all types of health professionals serving rural Colorado. The Center held the celebration to thank the generous foundations that supported CROP over the past eight years and to present a special award to Dr. Jack Berry, who helped create the program. Communities that received CROP awards shared photos and stories for the event. To learn more about the CROP event, read about the awards, and to see photos of the event, go to [http://www.coruralhealth.org/crhc/events/CROP\\_event.htm](http://www.coruralhealth.org/crhc/events/CROP_event.htm) or visit our web site and click on the CROP Event Link.

**SAVE THE DATE AND MARK YOUR CALENDAR!!!**

The 2006 Annual Rural Health Conference  
will be June 21—23, 2006 in Longmont, Colorado.

## Two State Offices of Rural Health Visit the Colorado Rural Health Center

Only two other State Offices of Rural Health are organized as not-for-profit organizations – Michigan and South Carolina (the others are in State Health Departments and/or universities). In September, the Directors of these offices visited with the staff here in Colorado, thanks to a mentoring project funded by the Federal Office of Rural Health Policy. The group spent the day sharing information about programs, policies, and politics. Despite our common not-for-profit structure, our offices and rural landscapes vary quite a bit. Here in Colorado we have a (dynamic and talented) staff of 10; Michigan has only 6, and South Carolina 35. Our rural health infrastructure varies quite a bit as well. Colorado has 42 Certified Rural Health Clinics (RHCs) and 25 Critical Access Hospitals (CAHs). South Carolina has five CAHs and 97 RHCs. Michigan has 151 RHCs and 31 CAHs.



Front (Left to Right): Graham Adams, South Carolina; John Barnas, Michigan; Lou Ann Wilroy, CRHC  
Back (Left to Right): Cindy Moore, South Carolina; Denise Denton, CRHC; Kathy McCune, CRHC

## CRHC Welcomes New Staff Member Callie Preheim



You may have noticed a friendly, new voice on the phone when you call the Center. CRHC has hired Callie Preheim as the new Administrative Assistant. Callie joined the Center in September of 2005. She graduated from the University of Colorado at Boulder in May of 2005 with a BA in Math and a BA in Spanish. A third-generation native of Colorado, Callie is from Littleton and enjoys spending time outdoors, reading, traveling, and spending time with her family and friends.

## National Hospice and Palliative Care Organization Offers Technical Assistance Toolkit

The National Rural Health Association and the National Hospice and Palliative Care Organization just published Providing Hospice and Palliative Care in Rural and Frontier Areas. This technical assistance toolkit – based on interviews and site visits with rural and frontier providers from across the United States - offers support to rural and frontier providers seeking to enhance access to hospice and palliative care. You can order a copy from the National Hospice and Palliative Care Organization at [www.nhpco.org](http://www.nhpco.org). The cost is \$19.95.



***As a holiday gift to our Investing Members, CRHC will purchase and provide a copy to the first five Organizational Members who email and request one. Happy Holidays and thank you for what you do for rural Colorado.***

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**CRHC Welcomes Our Newest Corporate Investing Member -  
San Luis Valley Regional Medical Center (SLVRMC)**

San Luis Valley Regional Medical Center (SLVRMC) in Alamosa, long time organizational member of the Center, recently upgraded to corporate level membership, becoming the first rural hospital to support the Center as a corporate investing member.

For over seventy-five years, SLVRMC has provided healthcare services to the San Luis Valley. Recently the hospital has established new strategies, moving away from the belief that the traditional economic model for competing with fellow providers is sustainable for healthcare in a rural setting. Collaboration is now at the heart of SLVRMC's strategy to serve the Valley with higher quality, better service, and with broader programs.

According to Russ Johnson, CEO, this means conducting business in a way that makes SLVRMC an attractive partner to its colleagues who provide care in other organizations throughout the Valley. SLVRMC is actively seeking out ways that, through partnering, it can improve both its "competitors" and itself, and is seeking to conduct business in ways that build trust with these organizations.

In the last three years, SLVRMC has affiliated with several major provider organizations and created important relationships with many others. Through a cooperative agreement, a new hospital corporation was formed with the Conejos County Hospital District that now operates the hospital in La Jara. The organizations share governance and decision making. In September of 2004, SLVRMC affiliated with the multi-specialty clinic that serves the entire Valley. In the last year and a half, nine new physicians have elected to join the SLV Physician Services Division and the original members of the group have been retained as well. SLVRMC now has a growing physician clinic and has eliminated duplicated services in surgery, endoscopy, laboratory and radiology.

Valley-Wide Health Systems, a critically important community health center that operates primary care clinics in five communities throughout the Valley, meets with SLVRMC routinely to discuss how to best meet the needs of the Valley. Valley-Wide's family practice, midlevel and therapy providers will occupy the third floor of SLVRMC's new expansion through a condominium arrangement.

Russ Johnson says that SLVRMC "appreciates the partnership we have with the Colorado Rural Health Center. They understand the hopes and fears of providing care in a rural setting. Their expertise and resources are a key component to our efforts in recruitment, development and staying abreast of the challenges and opportunities. Eventually, the economics of healthcare (at least in rural markets) will drive providers to be more and more collaborative. We will either enter into these relationships through desperation or proactive planning. Either way, these innovative and collaborative arrangements will enable us to share resources, talent, systems, and equipment so that we can provide the level of quality, safety and service that our community deserves. That level is simply the best in the industry."



*New expansion of SLVRMC to house physician clinics  
and new ambulatory surgery department*

## CCHN Launches Student Financial Aid Page on [www.cchn.org](http://www.cchn.org)

Source: Colorado Community Health Network



In November 2005, CCHN launched a scholarship/loan repayment page, outlining financial aid resources available to health professions students in Colorado. This new addition to [www.cchn.org](http://www.cchn.org) focuses on loan repayment and local scholarship opportunities such as CCHN's Health Professions Initiative Scholarship and CRHC's Marva Jean Jackson Rural Community Health Scholarship. Information on additional financial aid resources such as federal, state, institution-based, and private sector funding opportunities are included. To view the scholarship/loan repayment page, please visit <http://www.cchn.org/activities/scholarships-loan-repayment.asp>. For more information on funding for health professions students, please contact Amber Galloway at [amber@cchn.org](mailto:amber@cchn.org).

## CCHN Awards Health Professions Initiative Scholarships

*Applications for second round of awards due Jan. 9*

In September 2005, CCHN announced the first recipients of the Health Professions Initiative (HPI) scholarship awards. The scholarship program helps high-achieving, entry-level staff at Colorado's CHCs train to become allied health professionals committed to serving the underserved.

The awardees, with their professional goals, are:

- Julie Rutkosky, Salud Family Health Centers (Registered Sonographer)
- Kirsten Wiegert, Plains Medical Center (Registered Nurse)
- Maria Hernandez, MCPN (Licensed Practical Nurse)
- Milagros Medina, Clinica Campesina (Expanded Duties Dental Assistant)
- Paula Harvey, Colorado Coalition for the Homeless (Licensed Practical Nurse)
- Tim Miller, Colorado Coalition for the Homeless (Registered Nurse)
- Sara Danielson, Peak Vista CHC (Registered Nurse)

In April 2005, CCHN was awarded a grant from The Colorado Trust to increase the number of qualified health professionals in Colorado's underserved areas. Eight more scholarships are available for the second round of awards. Applications are due to CHC HR directors on January 9, 2006. For more information on the program, visit <http://www.cchn.org/activities/scholarships-loan-repayment.asp> or contact Amber Galloway at [amber@cchn.org](mailto:amber@cchn.org) or 303-861-5165, ext. 234.

## Reach Out and Read Colorado

Source: Steve Vogler, Medical Director, ROR Colorado



As a pediatrician at Denver Health, the prescription that provides me the most reward is not the amoxicillin for otitis media or the 2% milk for pudgy toddlers, it's actually one that I didn't learn much about during training. Prescribing a daily dose of A Very Hungry Caterpillar or Goodnight Moon for all of my young patients conveys my belief in their potential to learn and succeed and lays the foundation for them to do so. The unique opportunity to give the tool (a new book) to accomplish my advice is typically accompanied by broad smiles from both the parent and child. Definitely a different reaction than the one I get when I prescribe vaccines!

For those of you not familiar with Reach Out and Read (ROR) and its presence in our state, I'd like to make you aware of this simple, effective, inexpensive and AAP endorsed program. Started in 1989 at Boston City Hospital, ROR makes literacy promotion and books an integral part of pediatric primary care, so that all children grow up with books and a love of reading. ROR uses pediatric health care providers to advise parents about the importance of reading aloud and to give books to children at pediatric check-ups from six months to five years of age, with a special focus on children growing up in poverty. By building on their unique relationship with parents, health care providers remind parents about their critical early (*con't Page 6*)

(from Page 5) role in encouraging early literacy and school readiness skills, so children enter school prepared for success in reading.

To support and expand ROR in Colorado, a state coalition, Reach Out and Read Colorado, was formed last year. Currently there are 50 sites statewide serving over 47,000 children between 6 months and 5 years of age and their parents. They receive 76,000 new, high quality, developmentally appropriate books and literacy promotion messages annually from health care providers.

To learn more about Reach Out and Read in Colorado or ways you can provide support, please contact Megan Wilson, Executive Director of ROR Colorado – (303)623-3800, [rorcolorado@comcast.net](mailto:rorcolorado@comcast.net). If Reach Out and Read is not in your clinic and you want to learn more about implementing the program, please contact us.

**Colorado Access and CHP+**

*Source: Colorado Access*



**Health and Dental Insurance for Children —All for \$35 a Year or Less**

Colorado Access is increasing its outreach efforts for Child Health Plan Plus (CHP+), which provides health and dental insurance for children — all for \$35 a year or less.

**Why Choose Colorado Access for CHP+?**

With Colorado Access Child Health Plan Plus, children get all the regular CHP+ benefits, PLUS \$100 for eyeglasses or contacts, \$400 toward the purchase of a hearing aid, lower copays for prescription medicines, and many over-the-counter medicines, like vitamins and Tylenol with a doctor's prescription. A family of four can earn up to \$3,225 per month (\$38,700 per year) and still qualify.

For information on Colorado Access Child Health Plan Plus, call 1-888-214-1101.

Colorado Access is a nonprofit health plan founded by Colorado's major safety-net providers. It has served Colorado's most vulnerable residents for 10 years. Currently, Colorado Access has 155,000 members — one out of 12 Colorado children — and is active in 37 counties, contracting with 900 primary care providers, 3,000(+) specialists and 49 hospitals.

***A Big Thank You to Colorado Access From CRHC***

*The Colorado Rural Health Center Staff and Board wishes to express our thanks and gratitude to Colorado Access for graciously printing our brand new CRHC brochures— in fact, they printed 5000 of them for us!!!*

**News From Community Resource Center (CRC)**

*Source: Community Resource Center*



**CRC's Training Program is Taking the New Year by Storm**

We've walked you through IRS tax forms and the Colorado Common Grant Application, and guided the development of your boards and budgets. In 2006, CRC plans to continue our commitment to providing the tools and strategies nonprofits need to do their best work through our expanded training series. With new offerings in Human Resources Management, Technology, Capital Project Planning, and much, much more, you'll feel more prepared than ever to lead your organization into the future. Visit the CRC website at [www.crcamerica.org](http://www.crcamerica.org) for more information and to view a full listing of workshops.

**Inclusiveness Matters**

CRC's Inclusiveness Committee has made great strides since it's inception in 2005. Board and staff members continue to work hard to ensure that our goal of being the most highly inclusive organization we can shows up in everything we do.

The Inclusiveness Initiative doesn't stop with us. We're inviting all of Colorado's nonprofits to begin the journey of enhancing organizational effectiveness through improved inclusiveness practices. To learn more about CRC's Inclusiveness Initiative Peer Network (IIPN) or how CRC can work with your organization to become more inclusive, contact Jamie Morgan at 303.623.1540 x 24 [morgan@crcamerica.org](mailto:morgan@crcamerica.org)



Where in rural Colorado would you find this friendly metal couple?

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



**You know you're in a rural area when...**  
*you find this sign on your hotel room wall.*  
*Taken by Denise Denton during a recent trip to Ovid.*

***Funding Opportunities***

**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***

<b>DATE</b>	<b>EVENT</b>	<b>ORGANIZATION/CONTACT</b>
April 4 -5, 2006	7th Annual Rural Health Clinics Forum Sheraton Denver West, Lakewood, CO	Colorado Rural Health Center 303-832-7493 or <a href="mailto:sk@coruralhealth.org">sk@coruralhealth.org</a>
May 3-5, 2006	Annual Critical Access Hospital Workshop and Rural Hospital Conference Breckenridge, CO	Colorado Health and Hospital Assoc. 720-489-1630 <a href="mailto:peggy.mccreary@chha.com">peggy.mccreary@chha.com</a>
June 21 - 23, 2006	Annual Rural Health Conference Radisson Hotel and Conference Center Longmont, CO	Colorado Rural Health Center 303-832-7493 , <a href="mailto:info@coruralhealth.org">info@coruralhealth.org</a>