

Rural Workforce Opportunities

Appalachian Regional Commission
Annual Conference
Prestonsburg, KY
September 9, 2011

Daniel G. Mareck, M.D.
Chief Medical Officer

Department of Health and Human Services
Health Resources and Services
Administration
Office of Rural Health Policy



HHS Update

- Protecting and enhancing the Nation's Health and Well Being
- A Key Focus in 2011 and beyond: Implementation of the Affordable Care Act



HHS Headquarters



HRSA: Key Focus Areas

- Primary Care Access
- Workforce Training, Recruitment and Retention
- Serving Those with HIV/AIDS
- Maternal and Child Health Block Grant
- 340B Discount Drug Program
- Organ Donation



HRSA Administrator Mary Wakefield

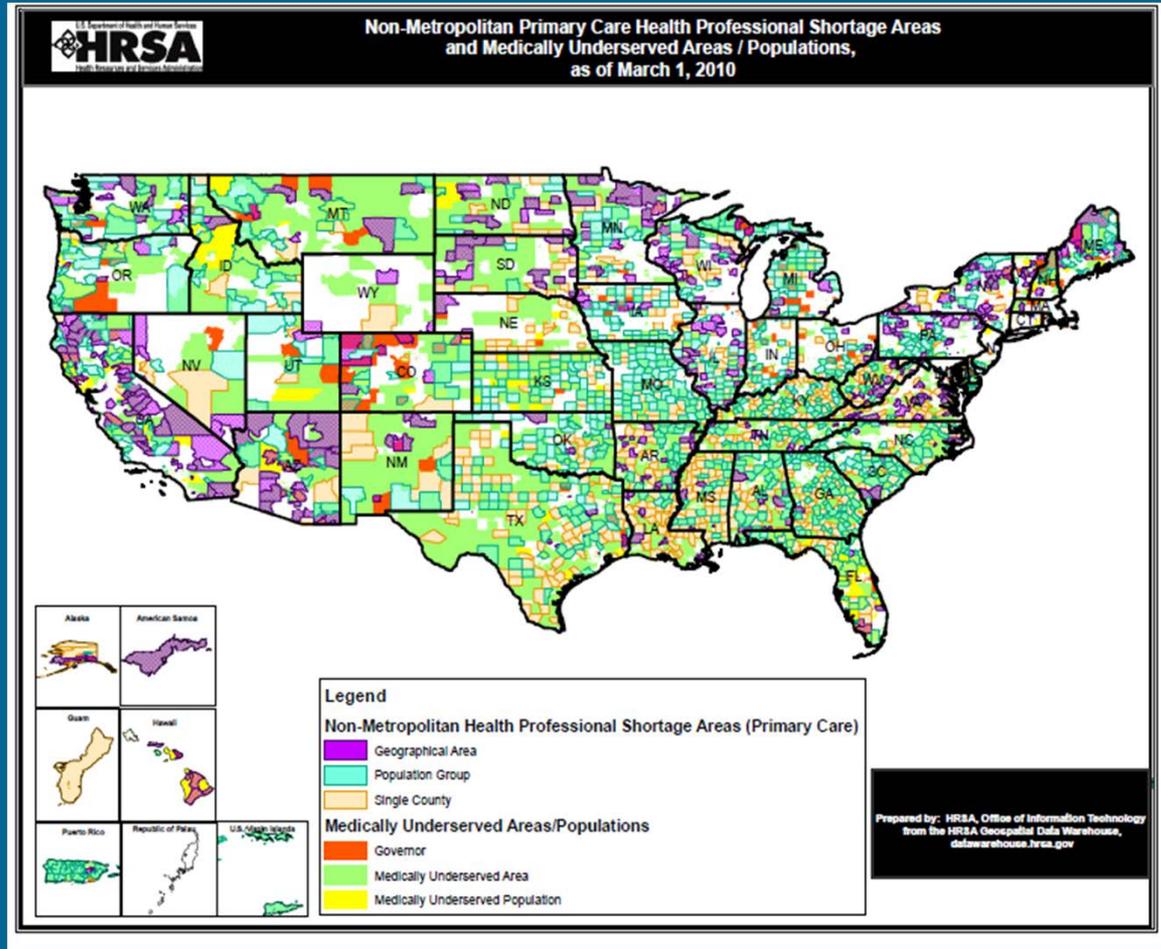


Office of Rural Health Policy

- “Voice for Rural” within HHS
- Rural-Focused Review of HHS Regulations
 - Research and Policy Development
- Rural-Specific Grant Programs
- Technical Assistance



Underserved America



White House Rural Council

- Coordinate programs across government to encourage public-private partnerships
 - Further economic prosperity
 - Quality of life
- Chaired by Secretary of Agriculture Tom Vilsack
 - Responsible for:
 - Recommendations for investment in rural areas
 - Coordination of Federal engagement with a variety of rural stakeholders



White House Rural Council

- Jobs
- Agriculture
- Access to Credit
- Innovation
- Networks
- Health Care
- Education
- Broadband
- Infrastructure
- Ecosystem markets



White House Rural Council

Jobs and Economic Security for Rural America

http://www.whitehouse.gov/sites/default/files/jobs_economic_security_rural_america.pdf



Improving Rural Health Care Initiative



DEPARTMENT of HEALTH and HUMAN SERVICES

Fiscal Year
2012

Health Resources and
Services Administration

*Justification of
Estimates for
Appropriations Committees*

“Within the total amount requested for Rural Health activities, the Budget includes \$79 million to continue the President’s initiative to improve rural health. The goal of this initiative is to improve the access to and quality of health care in rural areas.”



The Improving Rural Health Care Initiative: Key Elements

- Building a Programmatic “Evidence Base”



- Health Workforce Recruitment and Retention



- Telehealth/HIT Coordination



- Cross Governmental Collaboration



Building a Rural Evidence Base

Tapping into the Rural Programs ...



- Community-Based Programs
- Hospital-State Programs
- Telehealth Programs



Community-Based Programs

Programs:

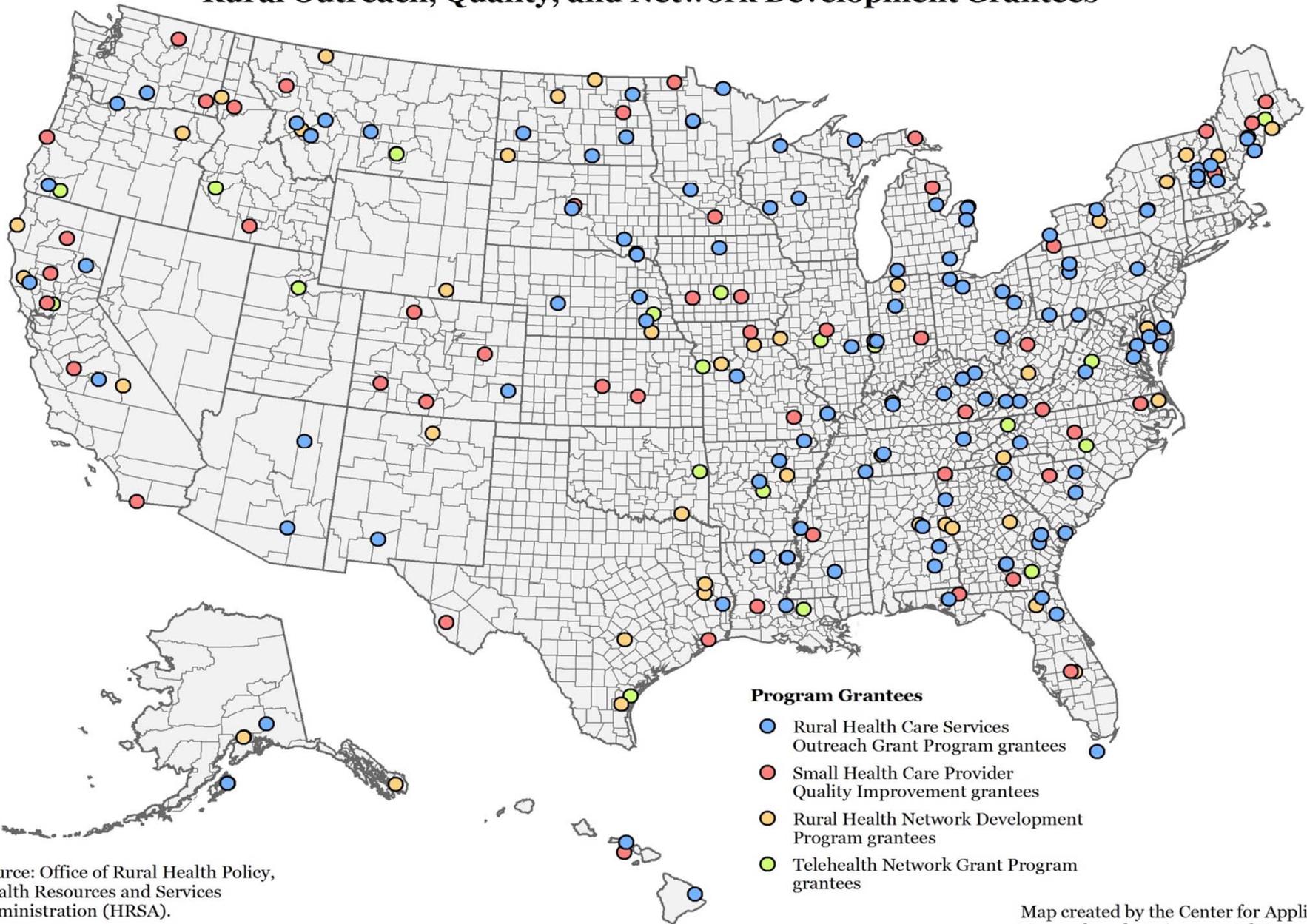
- Rural Health Outreach
- Rural Network Development
- Network Planning
- Quality Improvement
- Rural Workforce

2012 Focus:

- Identify best practice models
- Push for Sustainability
- Measure Performance
- Providing Tools



Telehealth Network Grant Programs and Community-Based Rural Outreach, Quality, and Network Development Grantees



Source: Office of Rural Health Policy, Health Resources and Services Administration (HRSA).

Note: Alaska and Hawaii not shown to scale

Map created by the Center for Applied Research and Environmental Systems, January 2011.

New Tool:

- Economic Impact Analysis tool for Community-Based Programs
- Available on the Rural Assistance Center Web site: www.raconline.org/econtool

HRSA ORHP Grantee Economic Impact Analysis Formula Model

Economic Impact Analysis Formula Tool

Input Scenario

View Summary

View Results

The Health Resources and Services Administration (HRSA) Office of Rural Health Policy (ORHP) makes the Economic Impact Analysis Formula Tool (The Tool) available for ORHP grantees to estimate the economic impact of ORHP programmatic investments to local economies. The Tool or any modifications or adaptations are not allowed to be reproduced, sold, or used for commercial purposes without the specific permission of ORHP.

ORHP is not responsible for any decisions made by organizations using The Tool. ORHP makes no warranty, expressed or implied, regarding the completeness, accuracy, or currency of any information provided through The Tool.

Results from Economic Impact Model

Total program spending -----	\$ 100,000.00
Total economic impact -----	\$ 140,949.63
Ratio: Economic Impact v. total program funding -----	1.41
Ratio: Impact v. personnel spending	1.41
Ratio: Impact v. equipment/supplies spending	
Ratio: Impact v. contract personnel spending	
Ratio: Impact v. other operational personnel spending	
Ratio: Economic impact v. HRSA program funding -----	1.41



Examples of CBD FY 2012 Funding Opportunities

NETWORK PLANNING (usually annual)

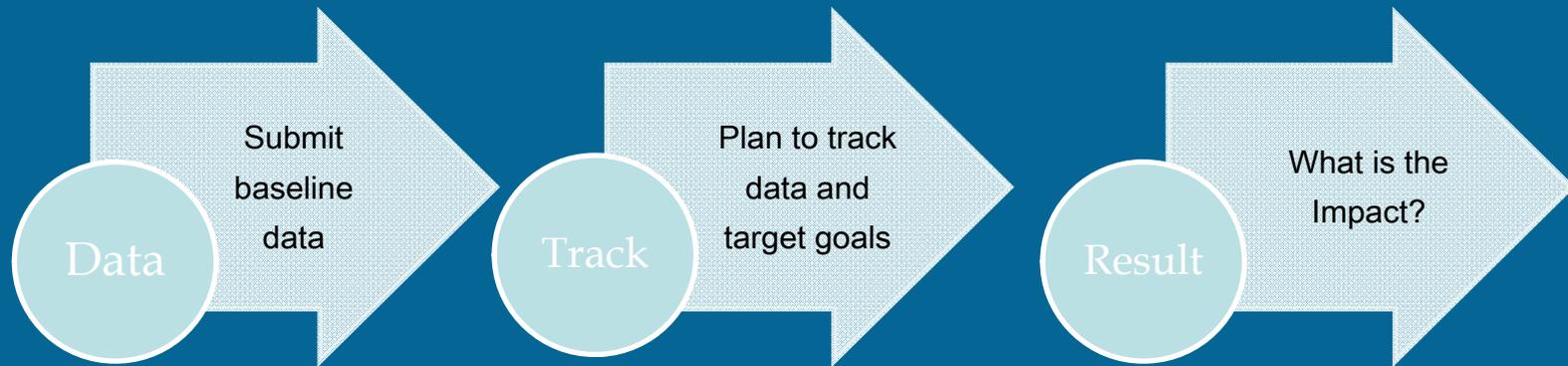
- Availability: June, 2011
- # of new awards: 15
- Funding: \$85K a year (1-yr)
- Start Date: March, 2012
- Contact: Eileen Holloran, eholloran@hrsa.gov

OUTREACH PROGRAM

- Availability: September, 2011
- # of new awards: 110
- Funding: \$150K (Yr 1), \$125K (Yr 2), \$100K (Yr 3)
- Start Date: May, 2012
- Contact: Kathryn Umali, kumali@hrsa.gov



New Approach for Rural Outreach Grant Program



- Demonstrate need
- Propose promising practice project
- Collaboration
- Demonstrate health status improvement
- Replication in rural communities
- Increase chance to sustain



Hospital-State Division Priorities

- Measuring Outcomes
- Sharing Best Practices
- Providing Resources
- Aligning Programs to the Health Care Environment



Medicare Rural Hospital Flexibility Program

Flex focuses on four core areas:

1. Support for Quality Improvement in CAHs
2. Support for Operational and Financial Improvement in CAHs
3. Support for Health System Development and Community Engagement
 - Including integrating EMS in regional and local systems of care
4. Designation of CAHs in the State



State Offices of Rural Health (SORHs)

- FY 13 funding opportunity announcement to be released in late 2012 (competing continuation)
 - New 5 year project period
- Application will be comprehensive (versus abbreviated non-competing continuations)
- Submit via Grants.gov
- SORH / NOSORH workgroup
 - PA, MN, MI, KY, WY
 - Guidance to have major revisions
- Updates provided at the NOSORH meeting in September



SORH Core Functions

- Establish and maintain a clearinghouse for collecting/ disseminating information
- Coordinate activities within State to avoid duplication of effort and activities
- Identify Federal, State, Non-governmental programs and resources; provide technical assistance regarding application and participation



Two Additional SORH Goals

- Encourage, but not directly fund, the recruitment and retention of health professionals in rural areas
- Participate in strengthening State, local and Federal partnerships in rural health



Providing Tools and Technical Assistance for Rural Health Clinics

NARHC RHC Technical Assistance Series

- Conference calls/webinars on timely and useful information on operational and policy issues
- Electronic mailing list to exchange information
- <http://www.hrsa.gov/ruralhealth/policy/confcall/index.html>

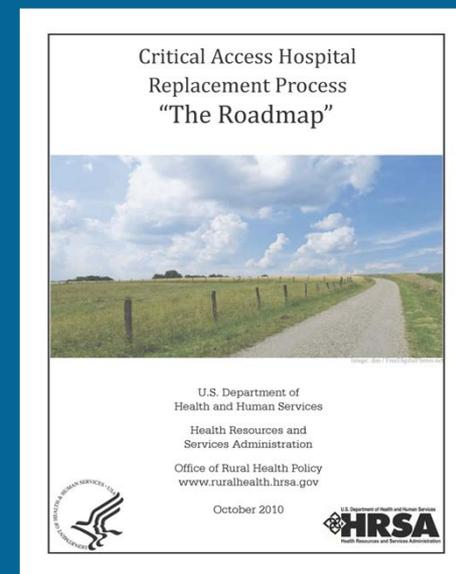
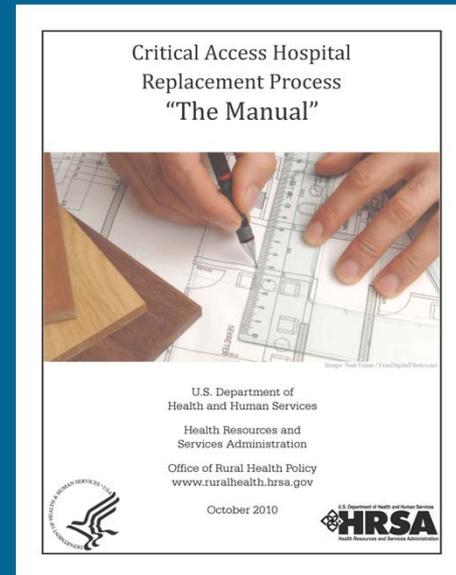
NOSORH

- Increasing capacity of SORHs to provide technical assistance to RHCs, including an RHC manual
- RHC Technical Advisory Team
- Partnership with the National Association of Rural Health Clinics
- <http://www.nosorh.org>



Access to Capital & Building Resources

- CAH Replacement Resources
<http://www.hrsa.gov/ruralhealth/resources/criticalaccess/criticalaccessreplacement.html>
- USDA's Community Facilities Program
http://www.rurdev.usda.gov/rhs/cf/brief_cp_grant.htm
- HUD 242 Program (Hospital Mortgage Insurance)
- Rural Hospital Replacement Studies
<http://www.stroudwaterassociates.com/resources.html#>



Workforce: Improving Recruitment and Retention

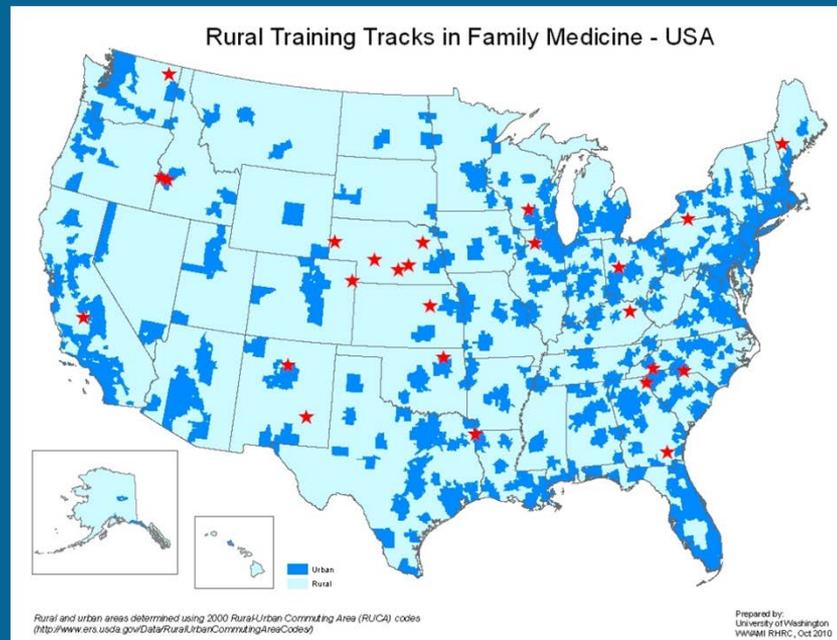
- Testing Out New Ideas ...
- Improving Links to Other Workforce Programs
- Continuing Support for the Rural Recruitment and Retention Network (3RNet)



Building On A Model That Works: Rural Training Tracks

Cooperative Agreement with the National Rural Health Association (www.raconline.org/rtt)

- TA for Sustaining and Expanding the “1+2” Family Medicine Residencies
- Helping Communities Start New RTTs
- Increasing Student Interest in RTTs



Getting Health Professions Students into Rural Clinical Settings

Rural Health Workforce Development

- 20 Awards in 2010



Medical students at a rural community hospital in Nebraska

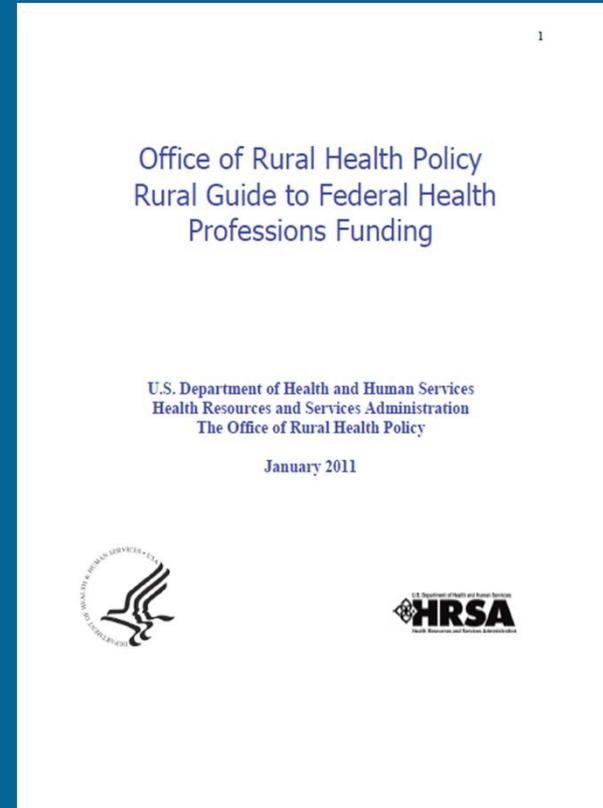


Linking Rural Health Care Providers to the Federal Workforce Programs

HRSA Programs such as ...

- National Health Service Corps
- Other Scholarship and Loan Repayment Programs
- Primary Care Training
- Nursing Education

Key Challenge: Linking Providers and Educational Institutions



<http://www.hrsa.gov/ruralhealth/pdf/ruralhealthfundingguidance.pdf>



Other HRSA Rural Workforce Resources & Opportunities

- Area Health Education Centers (AHECs)
- Student/resident experiences in community health (SEARCH)
- Health Careers Opportunities Program (HCOP)



Bureau of Health Professions (BHP_r)

BHP_r's mission is to increase the population's access to health care by providing national leadership in the development, distribution and retention of a diverse, culturally competent health workforce that can adapt to the population's changing health care needs and provide the highest quality of care for all.



BHPr Overview

- Supporting health professions workforce by:
 - Training primary care providers, public health workers, nurses, dentists and other health professionals
 - Developing the workforce pipeline
 - Increasing workforce diversity
 - Ensuring continuing education
 - Providing scholarships, loans, and loan repayment programs
- FY 2011 budget: \$923.7 million



The National Health Service Corps

Scholarships and Loans

- Primary Care
- Dentistry
- Mental Health

Flexible Options

The screenshot shows the official website for the National Health Service Corps (NHSC) under the U.S. Department of Health & Human Services. The page features a blue and yellow color scheme. At the top, there is a search bar and a navigation menu with links for Home, Loan Repayment, Job Opportunities, Scholarship, Sites/Communities, Ambassadors, and About NHSC. A prominent banner for the 'NATIONAL HEALTH SERVICE CORPS' includes a 'LEARN MORE' button and an image of a large group of healthcare professionals at a conference. Below this, a 'NEWS' section highlights 'Free Medical Spanish for Healthcare Providers'. The main content area is titled 'JOIN THE CORPS' and is aimed at clinicians, offering a \$170,000 loan repayment program. It lists four steps to apply: 1. Check eligibility criteria, 2. Secure job at approved site, 3. Complete and submit the online application, and 4. Complete the additional documentation and submit by [deadline]. To the right, there is a 'Questions?' section with contact information and a 'Find a Job' section with a 'Search Jobs' link. Social media sharing options for Facebook, YouTube, and Twitter are also visible.

<http://www.nhsc.hrsa.gov>



Key Partners and Resources

National Rural Health Association

- Annual Policy Brainstorming Sessions
- State Rural Health Association Support
- Rural Medical Educators
- Rural Public Health Series
- Border Health Task Force



Key Partners and Resources



<http://www.nosorh.org>



<http://www.nchn.org/>



<http://www.agrisafe.org/>



<http://www.ruralhealthworks.org/index.html>



<http://www.3rnet.org>



Data & Information Resources

<http://www.healthcare.gov>

<http://www.communityhealth.hhs.gov>

<http://www.data.gov/communities/health>

<http://www.ers.usda.gov/data/ruralatlas/>

<http://www.udsmapper.org/index.cfm>

<http://www.countyhealthrankings.org>



Rural Assistance Center

The screenshot shows the Rural Assistance Center website. At the top is the RAC logo and a navigation menu with categories: Funding, Information Guides, News & Events, Experts & Organizations, Publications & Maps, Success Stories, and State Resources. Below the menu is a search bar and a main content area with several sections: 'About RAC', 'Funding' (with sub-links like 'Funding by Topic', 'By State', 'Funding Search', 'Funding Resources', 'Capital Funding', 'Grantwriting'), 'News & Events' (with sub-links like 'Top Stories', 'Federal Register News', 'Calendar of Events', 'RSS Feeds'), 'Publications & Maps' (with sub-links like 'Maps', 'The Rural Monitor', 'Listservs'), 'Experts & Organizations' (with sub-links like 'Directory of Rural Health Contacts'), 'Success Stories' (with sub-links like 'Success Stories by Topic', 'By State', 'Share a Success Story'), and 'Contact Us'. There are also sections for 'Information Guides', 'Featured Resources', 'News Headlines', 'Get Rural Updates' (with 'By E-mail' and 'RSS Feeds' options), and 'Our Call Center' (with contact information: 'Need information? Free assistance to rural communities. Phone: 1-800-270-1898 E-mail: info@raconline.org'). At the bottom is a form titled 'Am I Rural?' with fields for Address, City, State, and ZIP Code, and a 'Next-->' button.

Web-Based Services

- <http://www.raconline.org>

Electronic Updates

- Subscribe on the website

Customized Assistance

- Phone: (800) 270-1898
- E-mail: info@raconline.org

Home for the Emerging Rural Community Health Evidence Base



Health Workforce Information Center

The screenshot shows the HWIC website with a search bar at the top right and navigation tabs for Events & Training, Organizations, Funding, News & Updates, State Resources, and Topics & Professions. The main content area is divided into two columns. The left column features 'Featured Resources' with buttons for Topic (Primary Care), Profession (EMTs & Paramedics), and Funding (Scholarships). Below this is an 'On This Site:' section with links to Events and Training, Organizations, Funding, News and Updates, State Resources, and Topics and Professions, each with a brief description. The right column has an 'About HWIC' section, an 'Our Call Center' section with contact information (Phone: 1-888-332-4942, Email: info@healthworkforceinfo.org), and a 'Sign Up' section for a monthly newsletter with an email input field and a 'Sign Up' button. At the bottom of the page, there are social media sharing icons and a copyright notice for HRSA.

HWIC provides free access to the most recent resources on the nation's health workforce in one easy-to-use online location

<http://www.hwic.org/>



Health Workforce Information Center

Available services include customized assistance from information specialists

- E-mail: info@hwic.org
- Phone: (888) 332-4942
- Fax: (800) 270-1913



Health Workforce Information Center

HWIC's online library can help you find the latest:

- Health workforce programs and funding sources
- Workforce data, research and policy
- Educational opportunities and models
- E-mail news, updates and events

59 topics available:

- <http://www.hwic.org/topics/topics.php>



“HRSA in Your State”

The screenshot shows the 'HRSA in Your State' website. At the top, it says 'You are here: > Home > HRSA in Your State'. Below that is the title 'HRSA in Your State'. A paragraph explains that the site provides a summary fact sheet about HRSA's activities in each state, as well as related reports that show more detail about selected topics. Another paragraph states that the site offers overviews of HRSA programs and current information, such as the number and amount of grants awarded down to the County level. It also provides state-specific information about health centers, National Health Service Corps members and the communities they serve, and the number of participating providers through the 340B program. Below the text is a dropdown menu labeled 'Select a State' with the text 'Please select a state'. To the right of the dropdown is a map of the United States with state abbreviations. Further right, there is a section titled 'Did You Know' with a small graphic of the United States and the text 'HRSA NATIONWIDE'. Below this is a 'Related Sites' section with a link to 'Additional Data Sites'. At the bottom of the page, there are social media icons for RSS, Facebook, Twitter, and YouTube, and a 'Rate this Page' button.

HRSA in Your State provides summary tables about HRSA activities in individual states, with some information available at the county level

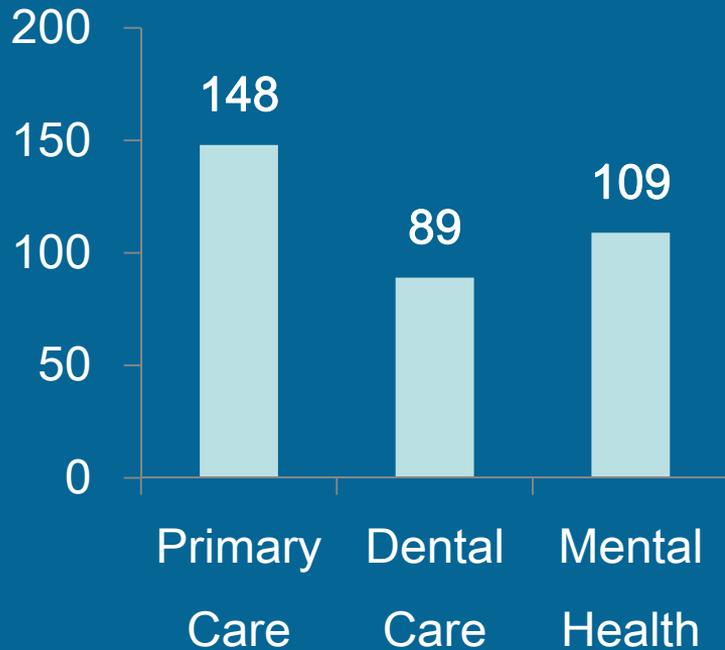
<http://hrsainyourstate.hrsa.gov/>



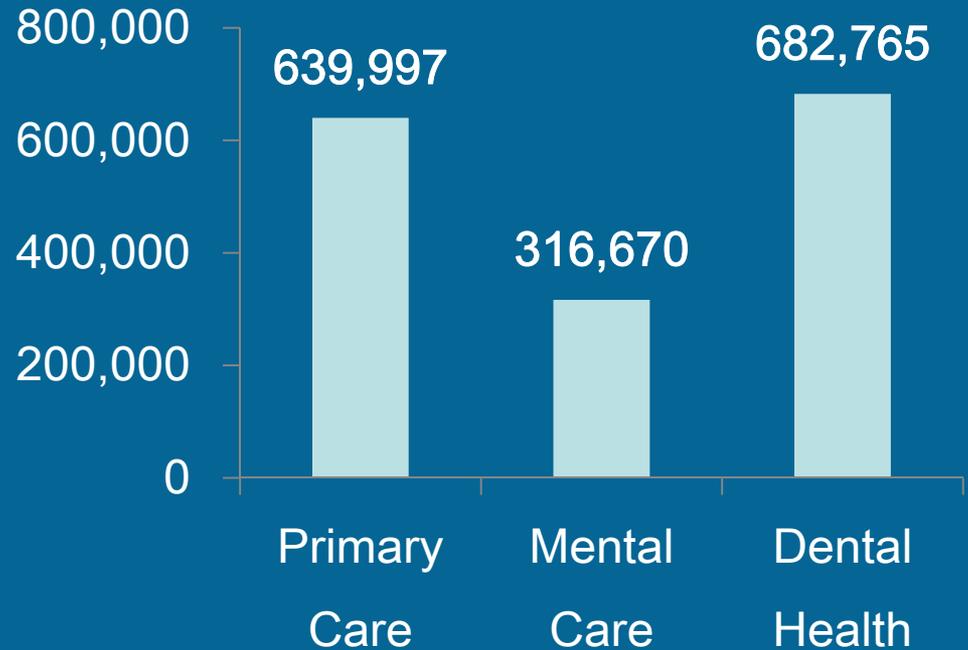
Sample "HRSA in Your State"

Data: Kentucky

Designated HPSAs



Estimated Served Population



The Area Resource File

- The Area Resource File (ARF) is a county-specific tool designed to be used by planners, policymakers, researchers, and other health care system stakeholders in describing and analyzing health care in the US
- The ARF is a collection of data from more than 50 sources covering information such as:
 - Data on supply of health professions within a county (including training data for a number of health professions)
 - Hospitals and healthcare facilities
 - Census, environmental (e.g., land area, geography, etc), and population data
- More information available at: <http://arf.hrsa.gov/>



ARF Health Resources County Comparison Tool

HRSA U.S. Department of Health and Human Services
Health Resources and Services Administration

Health Resources County Comparison Tool

Please select state, county and peer county grouping criterion:

STATE

COUNTY

CRITERION

Instructions:

- Select the state and county of interest (by clicking on the down-arrow next to the appropriate box).
- Next, select the criterion (income, minority, or over 65) to be used for identifying peer or comparable counties.
- Finally, select a presentation format:
 - **County at A-Glance** provides details for the county of interest and permits obtaining details for one of the peer counties.
 - **Compare with Multiple Counties** permits selection of up to three additional counties to compare to the initial county of interest.

Criterion:

Counties are divided into peer groups as follows:

- Enables comparisons across peer counties. Criterion options for selecting peers include population over 65, income status, and minority population
- Detailed charts provide data to describe county population (e.g., age distribution, insurance rates, etc) and access to health resources (e.g., numbers of PCPs, specialties, health care facilities, etc)

http://arf.hrsa.gov/arfwebtool/Counties_search.asp



For Additional Rural Background

- American Medical Association's online ethics journal, *Virtual Mentor*
- May 2011 theme: “The Country Doctor”
- <http://virtualmentor.ama-assn.org/2011/05/toc-1105.html>



Office of Rural Health Policy Contacts

Policy

Hospitals and Mental Health:

Michelle Goodman, mgoodman@hrsa.gov

Post-Acute & ACA & Medicaid:

Nicole Comeaux, ncomeaux@hrsa.gov

Clinics & Clinicians:

Aaron Fischbach, afischbach@hrsa.gov

Quality Measurement & Improvement:

Paul Moore, pmoore2@hrsa.gov

Grants

Community-Based Funding:

Nisha Patel, npatel@hrsa.gov

- Rural Health Outreach
- Network Planning / Development

Hospital-State Funding:

Kristi Martinsen, kmartinsen@hrsa.gov

- State Offices of Rural Health
- Flex

Telehealth:

Sherilyn Pruitt, spruitt@hrsa.gov



Contact Information

Daniel G. Mareck, M.D.
Chief Medical Officer
Office of Rural Health Policy
(301) 594-4198
dmareck@hrsa.gov

<http://www.hrsa.gov/ruralhealth>

ORHP Main Number: (301) 443-0835

