

2015

Annual Report

Rural Health Council of Madison County



Letter from the President

It is with the utmost fulfillment that I present to you the Rural Health Council of Madison County's first Annual Report; a major milestone along a serendipitous journey to address the health care needs of our residents in Madison County.

The formation of the Council was the culmination of the strategic initiative identified in the 2009 County Health Improvement Plan, which stemmed from the efforts of the Madison County Priorities Council, the forerunner of today's Rural Health Council.

A little over two years ago, a small group of interested and committed individuals came together to discuss the idea of creating an entity that would take us to the "next level" of addressing health care issues. The thinking then was that if we could bring the key health and human service providers together to discuss and address primary and preventive health care needs in our community, we could affect positive change in Madison County. Upon reflection of this modest beginning, I am reminded of a quote by Margaret Mead:

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has."

Through these individual's commitment and efforts, and supported by funds received from the Health Resources and Services Administration and from the Health Foundation for Western and Central New York, the Madison County Rural Health Council, Inc. was officially established in April 2013.

Although the formation of the Council in 2013 represented a major achievement, it is the significant work of the Council over this past year that has shaped, and will continue to shape the vital role that the Council will play in the years to come and establish it as organization that affects positive change.

Over the past year we made significant strides in building the Council's financial, governing, management, programmatic and operational capacities. We established a strong financial portfolio by securing three years of funding from the County while adding funds from grants through the NYS Health Foundation, NYS Department of Health, HRSA and Excellus BlueCross BlueShield.

Our founding five partners expanded to a seventeen member Board of Directors consisting of the major health and human services providers in Madison County. The expertise, experience and diversity of our board members fosters a greater understanding of the complex health issues challenging our community while providing the ideal forum for tackling these same issues. It is with that determination that the Board conceived a three year strategic plan that provides the blueprint for the Council's continued growth, sustainability, and position as an essential component of the County's health care network.

Moving forward our emphasis will be on addressing access to care for our residents as evidenced by our electronic health records system (EHR), diabetes management, mobility management, broadband, DSRIP, healthcare provider communication subsidy, and population health improvement program initiatives; substantial activities that will strengthen the systemic underpinnings of our local health care system.

The year 2014 saw the Council hire its first staff position. Bonnie Slocum became the Council's Executive Director in May 2014. Bonnie's ability to translate the vision of the Board into tangible actions exemplifies the key to our success this past year.

My sincerest appreciation is extended to the individuals, agencies and organizations by whose efforts the Council is a reality; and to our county leadership for their strong support as we work collaboratively to ensure the conditions in which our residents can be healthy.

Respectfully,



Eric Faisst
President
Board of Directors

A note from the Executive Director

I would like to acknowledge the fantastic and forward thinking Board of Directors of the Madison County rural Health Council, Inc. The formation of the Council has provided an avenue for bringing opportunities for improved healthcare access to Madison County residents. In late 2014, this dedicated Board developed a Strategic Plan as a guide and vision for building programs and services, governance and membership and operations and sustainability.

We are beginning to see the positive results of having a National Diabetes Prevention Program in two areas in the county and a program to help young girls enjoy learning about healthy habits, choices and lifestyles. Our exploration into Electronic Health Records has led to the possibility of bringing funds for better Broadband in the County, which will not only assist medical providers, but libraries, businesses and educational sites.

Transportation is always mentioned as a challenge in a rural county and we are beginning the process to explore ways to better coordinate the transportation options available as well as develop new links within communities.

Over the next year will be looking into the ways we may begin some programs to prevent some of the healthcare issues in our area, such as obesity and the higher than average stroke rate. We will be convening stakeholders groups around these challenges.

It is very much a privilege to work together to create opportunities to improve the health of our residents.

Bonnie Slocum
Executive Director, Madison County Rural Health Council, Inc.

The Mission of the Madison County Rural Health Council is to advocate, inform and coordinate efforts to improve health in our Community.

Programs and Initiatives



Madison County Rural Health Council, Inc. applied for and received a 2015 Community Health Award from Excellus Blue-Cross BlueShield to bring the national program, Girls on the Run, to Madison County.

The after-school program encourages preteen girls to develop self-respect and healthy lifestyles through running. The program culminates with the girls participating in a celebratory 5k running event.

Obesity across all ages is identified as a Community Health Improvement Plan (CHIP) priority in Madison County. This program emphasizes healthy eating, good food choices, self-esteem, team building and goal setting to help young girls on healthy path for a lifetime.

This program requires at least two coaches for every group of girls and has started in Cazenovia. The goal is to have the program in Cazenovia raise funds to support next year's program and to initiate a program in another Madison County school identified with a higher than average obesity rate.



Health Communications



Madison County Rural Health Council, Inc. entered into an agreement with SOLIX, Inc. to assist health providers in Madison County apply for federal funding for telecommunications.

SOLIX will assist qualified rural healthcare providers with the application to secure funding from the Rural Health Care Program under the Universal Service Ad-

ministrative Company for discounts for telecommunications and broadband services.

Eligibility for this program will significantly reduce the telephone and internet costs for several qualified healthcare providers in Madison County.



Programs and Initiatives (continued)



Electronic Health Record

to assess the use of Electronic Health Records (EHR) by healthcare providers in Madison County.

The Madison County Rural Health Council, Inc. is partnering with the SUNY Upstate Masters in Public Health program to identify providers using ERH those not able to use them and the reasons why. Credentialed training

The Madison County Health Department applied for and received a Rural Health Planning Grant for the Madison County Rural Health Council, Inc.

for physicians about the benefits and features will be developed. An event to provide needed information to providers is being planned.

EHRs create a greater and more seamless flow of information within a digital healthcare infrastructure and can transform the way care is delivered and compensated. With more complete patient information, providers and patients improve their ability to make well informed treatment decisions quickly.



Madison County Rural Health Council has teamed with Herkimer Healthnet to provide training to National Diabetes Prevention Program (NDPP) Lifestyle Coaches. Funding for this Evidence-based program has been provided by Excellus BlueCross BlueShield and the Health Foundation of New York. Diabetes is one of the fastest growing chronic conditions that impacts our healthcare system.

Preventing or delaying the onset of Type 2 Diabetes results in better lifestyles for residents as well as lower medical costs to patients and our healthcare system.

Three Lifestyle Coaches in Madison County have been trained to lead NDPP workshops and three workshops have started in Oneida and Hamilton.

Participants identified as Pre Diabetic are encouraged to join this program which runs one hour each week for sixteen weeks and then follows participants for the remainder of one year. It is our hope to have sessions running in at least three areas in the county throughout the coming year.



Programs and Initiatives (continued)

Population Health Improvement Program



A region encompassing six counties was formed. Madison County Rural Health Council is the County agent for this county.

There will be Evidence based projects identified as priorities that all six counties will work on together to improve health in the whole region.

HealthConnections will provide the data format for tracking progress which will be accessible to all.

Best practices will be shared among the County Agents to improve performances for all.

In late 2014, HealthConnections applied for and received a NYS Health Department Population Health Improvement Grant for 2015 through 2016.

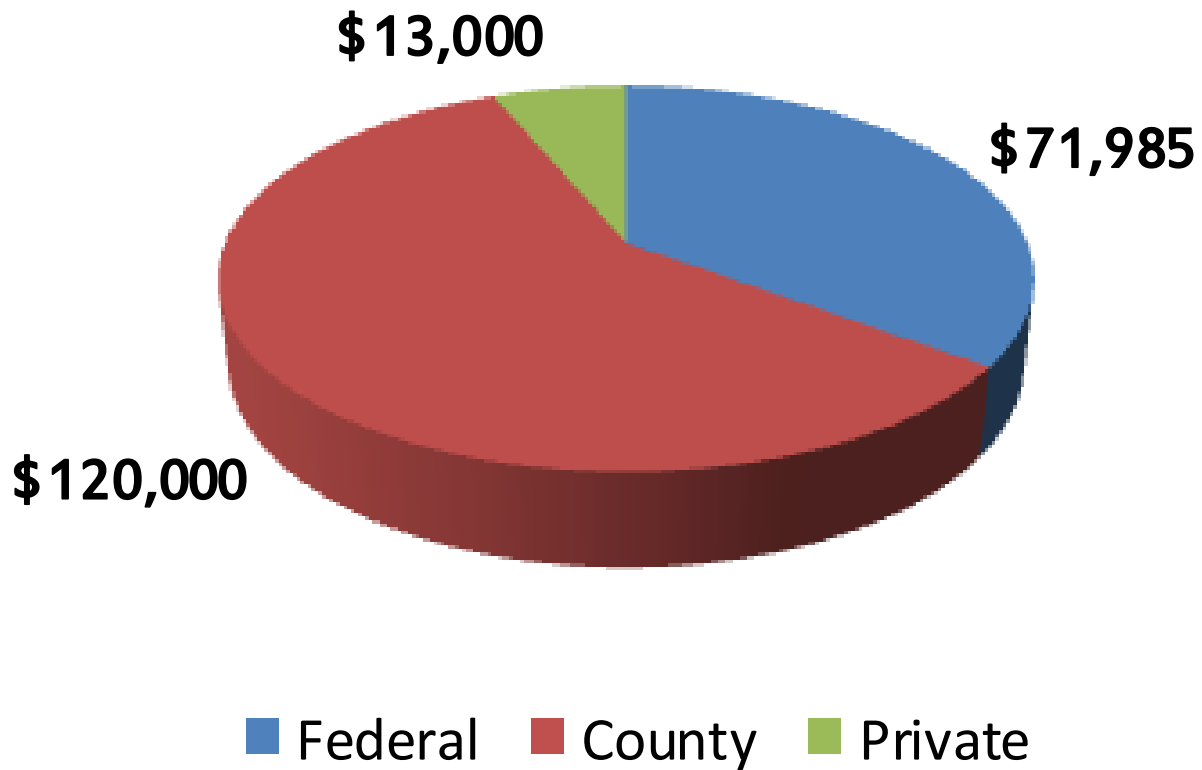
Up-and-coming

- ◆ In the exploration of EMR use, It was discovered that in some areas of Madison County, there is inadequate Broadband capacity for providers to run EMR systems. The Madison County Rural Health Council convened a Madison County Team Broadband group to explore the needs and involve business, county government, libraries, schools, universities and healthcare to work on bringing better Broadband services to this rural county.
- ◆ Madison County Rural Health Council has been at the table as the Delivery System Reform Incentive Payment (DSRIP) program has evolved. The DSRIP program is in the initial stages of planning to create a better system of care for those receiving Medicaid or without health insurance, to improve care quality and lower the cost of care over a five year period.
- ◆ Transportation to medical appointments in rural counties is a continuing challenge. Madison County Rural Health Council submitted a request in the NYS Department of Transportation application for funds to begin to provide Mobility Management services in Madison County such as those taking place in other rural counties within New York State. Mobility Management takes a look at existing options and ties those options together to provide a more comprehensive transportation plan. A mobility manager will also become an advocate for areas of need. We are currently working in the Hamilton and DeRuyter areas to explore ways of providing transportation to individuals in need.
- ◆ The Madison County Rural Health Council has been on the Madison-Herkimer-Oneida 2-1-1 Committee. 2-1-1 is a number for residents to call 24 hours for Health and Human Services information and became available January 1, 2015. A website is currently in development due to be available late 2015.
- ◆ Madison County Rural Health Council, Inc. worked with NY-CON to create the Council's 2015-2017 Strategic Plan; providing a blueprint for our future activities.
- ◆ The Madison County Rural Health Council has a website www.mcruralhealthcouncil.org and a Facebook page for residents to stay up to date on current happenings.
- ◆ Madison County Rural Health Council, Inc., has received approval to be known as the Rural Health Council of Madison County to help identify the Council as an organization separate from Madison County government.



Fiscal Year in Review

\$204,985 in public and private funding



The Madison County Rural Health Council, Inc. is a 501c3 nonprofit organization



Board of Directors

Officers

Eric Faisst, President - Madison County Department of Health, Director

Gerry Edwards, Vice President – Heritage Family Medicine in Cazenovia, St. Joseph’s Physicians, Physician

Julie Dale, Treasurer – Community Action Partnership, Exec. Director

Angela Thor, Secretary – Medical Librarian, CNY Library Resources Council, CHIS II

Members

Lisa Abbe- Oneida Healthcare – Director of Business Development

Stephanie Chalupa – HCR HomeCare – Director of Nursing, Central New York Region

Teisha Cook – Madison County Mental Health Department Director

Nannette Cowen – Binghamton University, Clinical Instructor and FNP

Sean Fadale – Community Memorial Hospital of Hamilton, NY – President and CEO

Julie Harney – Madison County Office for the Aging – Executive Director

Jacqueline Iocavelli – Excellus BlueCross BlueShield – Community and Regional Affairs Director

Susan Jenkins – BRIDGES – MCCASA, Executive Director

Ralph Monforte – Cazenovia Jewelry, Owner

Steve Nellis – Physical Therapy Plus, Managing Therapist

Joan Nicholson – Morrisville State College – Ass’t Professor & Dietetic Program Director

Karen Romano – HealthConnections – Customer and Provider Engagement

Sara Wall-Bollinger – SWB Consulting Services, Principle

Bonnie Slocum – Madison County Rural Health Council, Executive Director

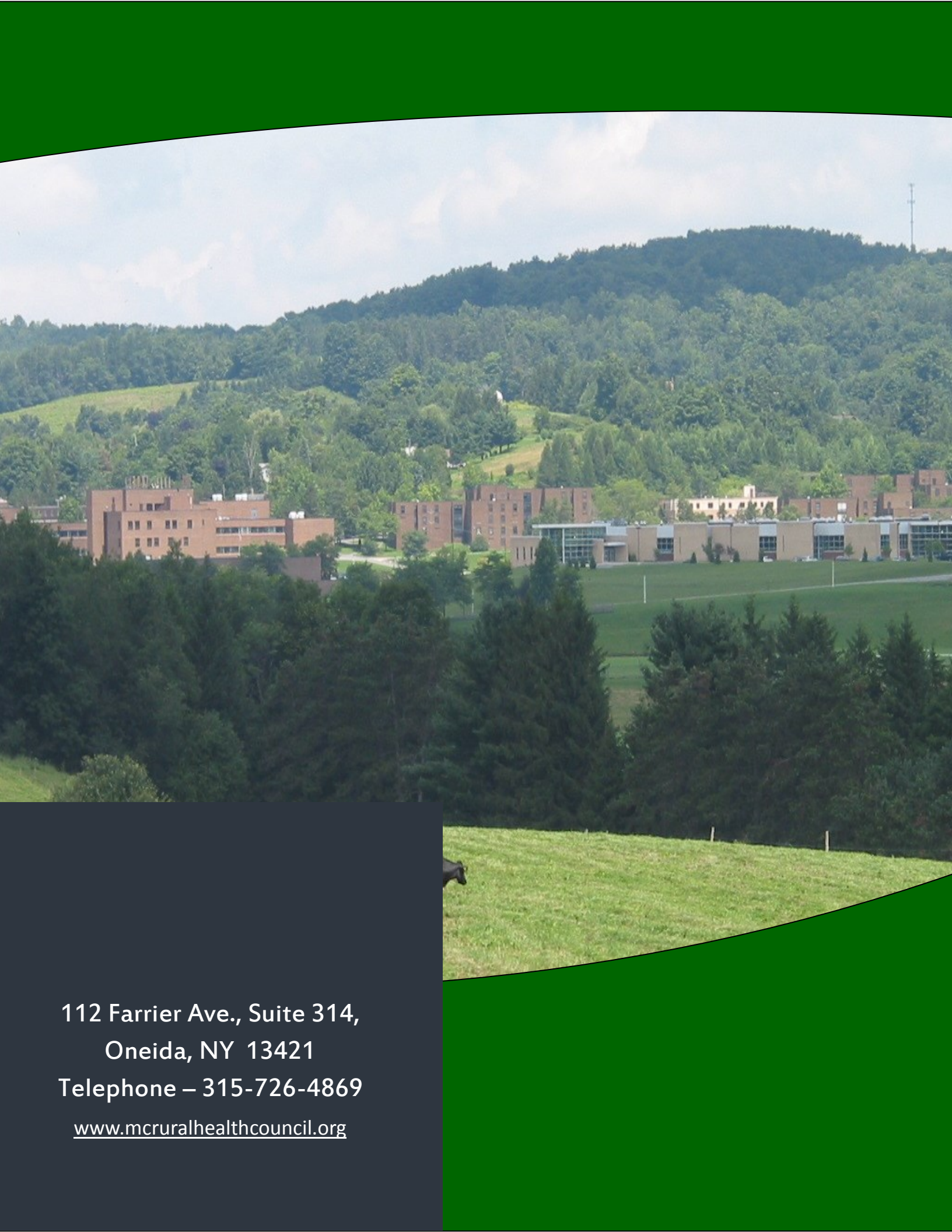
Former Board Members:

Paul Skopac, Oneida Healthcare, Chief Operating Officer (retired)

Holly Breckenridge – HCR Home Care, Physical Therapist

Elizabeth Crockett- Reach CNY, Executive Director

Virginia Whitford-Anken- Liberty Resources, Divisional Director



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