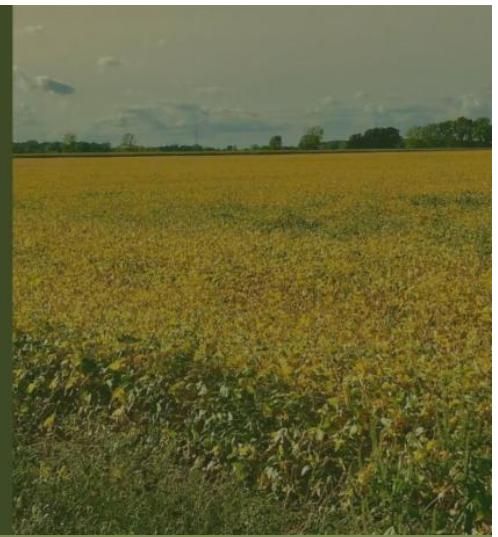




Our Mission:

TO COORDINATE, PLAN,
AND ADVOCATE FOR
IMPROVED HEALTH FOR
MICHIGAN'S RURAL
RESIDENTS AND
COMMUNITIES.



MCRH MONTHLY NEWSLETTER

September 2023
Volume 4, Issue 9

Inside the September MCRH Newsletter:

- MCRH Hosts the 2023 NOSORH Conference in Traverse City
- MCRH's Jill Oesterle Delivers Keynote Presentation at the NRHA Rural Health Clinic & Critical Access Hospital Conference
- Dr. Kristen Dillon, HRSA's Chief Medical Officer, Visits Rural Michigan
- MCRH's Strength of Rural Spotlight Series -Groundwork Center for Resilient Communities
- Understanding and Using Z-Codes in Collecting Health Equity Data
- MCRH Rural Health Equity Plan Survey Details
- 2023 Michigan Critical Access Hospital Conference Partnerships
- And much, much more

MCRH Serves as Host of the 2023 NOSORH Annual Meeting - Traverse City September 18-22, 2023



MCRH was proud to host this year's **National Organization of State Offices of Rural Health (NOSORH)** Annual Meeting which was held recently in Traverse City.

MCRH Executive Director, John Barnas (pictured above), addressed representatives from State Offices of Rural Health (SORHs) from around the country during his "Welcome to Michigan" opening remarks.

In addition, MCRH facilitated a panel of MI industry leaders representing Rural Hospitals and Clinics, Emergency Medical Services, Community Mental Health, and Local Public Health who shared their perspectives on rural MI and discussed innovative projects to address system challenges that could be replicated in other states.

We had a productive week with our colleagues and look forward to a bright future for rural health nationwide!

MCRH's Jill Oesterle Delivers NRHA RHC Conference Keynote Presentation in Kansas City



MCRH Director of Provider Solutions, Jill Oesterle, delivered a Keynote Presentation on Quality Improvement Imperatives for Rural Health Clinics at the National Rural Health Association's Rural Health Clinic and Critical Access Hospital Conference in Kansas City.

During her presentation, Jill discussed how Quality Improvement (QI) activities are becoming standard practice in Rural Health Clinics. She also spoke about several existing barriers to QI programming, including inadequate staffing, difficulties in data collection, and effective QI structure.

At the end of her presentation, the main takeaways for the conference attendees were:

- Describe the four key areas of a Plan-Do-Study-Act (PDSA)
- Recognize the barriers and solutions to QI programming
- Identify helpful interventions to assist in different chronic diseases

MCRH is proud to have a trusted resource and point of contact in Jill for our 230 Rural Health Clinics across rural Michigan.

[Click Here to Download Jill's Full Presentation](#)

HRSA CMO Dr. Kristen Dillion Visits Rural Michigan



Members of the Kalkaska Memorial Health Center Leadership Team, and MCRH staff with Dr. Dillon. Left to Right: Kevin Rogols, CEO, KMHC, Andrew Raymond, CFO, KMHC, Dr. Dillon, Jeremy Cannon, CNO, KMHC, Laura Zingg, COO, KMHC, John Barnas, MCRH & Jill Oesterle, MCRH.



MCRH and Dr. Dillon with NMSAS Recovery Center Executive Director, Sue Winter. Left to Right: John Barnas, MCRH, Dr. Dillon, Jill Oesterle, MCRH, Joyce Fetrow MCRH & Northern Michigan Opioid Response Consortium (NMORC), & Sue Winter, NMSAS Recovery Center.

MCRH showcased rural Michigan organizations to the Chief Medical Officer of the Federal Office of Rural Health Policy at the **Health Resources and Services Administration (HRSA)**.

Dr. Dillon and MCRH staff visited **Kalkaska Memorial Health Center** to learn about their innovative approaches to meeting community needs, and the **NMSAS Recovery Center** to learn about their person-centered approach to providing compassionate and comprehensive care.

In addition, Dr. Dillon visited the **Otsego County United Way**, home to the MCRH project, the **Northern Michigan Opioid Response Consortium (NMORC)**, and they provide a wide variety of resources related to social drivers of health.

One of the best parts of being on the MCRH team is highlighting the great work in our rural communities!

Participate in the Rural Health Equity Plan Survey on State Assistance Programs

MCRH Wants To Hear From You!



Rural Health Equity Plan Survey:

Understanding State Assistance Programs in Rural Michigan

As part of MCRH's Rural Health Equity Plan, we are working alongside the Michigan Department of Health and Human Services (MDHHS) to examine its Social Determinants of Health (SDOH) Strategy. We want to connect with rural stakeholders to better understand state assistance programs and the utilization of 211 to promote resources in rural communities.

MCRH is looking for individuals who support their community in Alpena, Kalkaska, Newaygo, Montcalm, Sanilac, Iosco, Hillsdale, Chippewa, Schoolcraft, Baraga, and Iron County to complete our brief survey.

To participate, click on the button below and complete the Rural Health Equity Plan survey by December 1, 2023.

Please reach out to Laura Mispelon, Social Drivers of Health Manager at the Michigan Center for Rural Health, at laura.mispelon@affiliate.msu.edu if you have any questions.

[Click Here to Learn More](#)

[View the MDHHS Social Determinants of Health Strategy](#)

Rural Health Value Summit: Driving Value Through Community-Based Partnerships



The **Rural Health Value** team recently released a new summit report on Driving Value Through Community-Based Partnerships. Four rural communities (in **AK, MI, OR, SC**) shared experiences with health care and community-based partnerships that highlighted several opportunities for policymakers, payers, and health system leaders to build and support social needs infrastructure in rural communities in alignment with value-based care strategies.

Addressing Barriers in Michigan

The Michigan group was comprised of two community leaders: a medical director and family physician in Northwest Michigan, and the Executive Director of Community Connections, a certified Pathways Community HUB located in the region. Both representatives are part of the **Northern Michigan Community Health Innovation Region (NMCHIR)**, which was one of five pilots in the state funded with Center for Medicaid & Medicare Innovation (CMMI) State Innovation Model (SIM) funding, and the only rural site.

The Michigan team described how, in designing their response to the region's social needs, their focus has been on ensuring that if a health-related social need is uncovered there are services available to address it and that care providers are made aware of any activity or follow-up.

The Michigan team also spoke of two main barriers to their work: instability in funding requiring they engage in resource-intensive fundraising activities and impacting their ability to scale, and limited numbers of certified CHWs in the region, restricting their ability to serve greater numbers of patients.

[Click Here for the Complete Report](#)

2023 Michigan Critical Access Hospital Conference Partnership Opportunities - Limited Space Available!



Join MCRH as an exhibiting partner at the upcoming Michigan Critical Access Hospital Conference, November 9-10, at Park Place in Traverse City, Michigan.

Get your company's brand in front of invited C-Level decision makers from across Michigan as a table exhibitor and gain unique access to these executives by networking throughout the conference!

There are three table tiers (GOLD, SILVER, BRONZE) available to reach hospital CEOs, CFOs, CNOs, and Quality Managers during the Conference.

In addition, there are also two unique ways to put your brand in front of attendees through technology:

- Sponsor a charging station with your brand logo and QR code to drive attendees to your website.
- Become a sponsor of the Summit Guidebook App which puts your brand in front of participants throughout the event.

[Click Here for More Information on CAH Conference Partnerships](#)

September's Strength of Rural Spotlight: Groundwork Center for Resilient Communities



groundwork
CENTER FOR RESILIENT COMMUNITIES



Each month, the Michigan Center for Rural Health highlights people and organizations who uplift rural health through the Strength of Rural Spotlight Series. In September, MCRH spotlights the Groundwork Center for Resilient Communities. The following is an excerpt of their submission.

The Groundwork Center for Resilient Communities works to protect the environment, strengthen the economy, and build community.

As a nonprofit organization based in northwest Lower Michigan, with offices in both Traverse City and Petoskey, we understand collaborating respectfully with citizens and leaders is an effective approach for protecting everything we love about Michigan.

Our local food and farming program anchors in the fact that a strong local food system keeps money local, promotes health, and preserves farmland. Since 2002, the food and farming program has grown to become the largest program area within the organization, launching successful initiatives such as Get Farming, Keep Farming, now housed within various community organizations; Taste the Local Difference, a statewide independently owned for-profit local food marketing agency; the statewide Michigan Department of Education program 10 Cents a Meal for Michigan's Kids & Farms; and groundbreaking work expanding local farm produce options within our rural emergency food systems before, during and after the pandemic.

We are dedicated to a future in which community-wide nutrition security is possible, and we join in the vision that a healthful and equitable rural food culture is possible and will be affordable, acceptable and desirable.

[Click Here to Read the Full Spotlight on the Groundwork Center for Resilient Communities](#)

Learn to Attract and Keep the Right Talent - Attend the 3RNET Academy



Is your organization struggling to find medical assistants and reliable receptionists? In addition to these positions, there are many others that are in high demand, especially in Michigan RHCs. Consider the 3RNET Academy this fall and learn how to effectively recruit and retain the right employees.

The 3RNET Recruiting for Retention Academy is the only online training specific to recruitment and retention for rural and underserved communities. This six-part webinar series features practical, action-oriented content for healthcare employers using a workshop-type approach.

All webinars will take place on Tuesdays at 2:30 PM Eastern and are expected to last 75-90 minutes.

- **Session 1 - What Makes Your Organization Unique?** Using Candidate Motivations to Strategically Recruit - Tuesday, October 3
- **Session 2 - Geography's Impact when Recruiting in Rural and Underserved Areas** - Tuesday, October 17
- **Session 3 - Flexibility when Balancing Financial, Lifestyle, and Scope of Practice Needs** - Tuesday, October 31
- **Session 4- Empowering Employees with a Team-Based Approach and Community Support** - Tuesday, November 14
- **Session 5 - Free and Low-Cost Resources to Market Your Unique Selling Points Across Workforce Generations** - Tuesday, November 28
- **Session 6 - Bringing it all Together with Insights from Dr. Dave Schmitz, Family Medicine Physician, Residency Director, and Co-Creator of the Apgar Factors** - Tuesday, December 12

[Click Here to Learn About the 3RNET Academy](#)

Social Drivers of Health: Understanding and Using Z-Codes For Data Collection



The Centers for Medicare & Medicaid Services Office of Minority Health (CMS OMH) released this new infographic to assist providers with understanding Z codes as a tool to improve the quality and collection of health equity data. Z codes are the diagnosis codes that document Social Determinants of Health (SDOH), e.g., housing, food insecurity, transportation, etc.

CMS OMH also created a Journey Map with step-by-step details on how healthcare professionals can use these codes to enhance quality improvement activities, track factors that influence people's health, and provide further insight into existing health inequities.

[Download the CMS OMH Z-Code Infographic](#)

[Download the Z-Code Journey Map](#)

Register for the 13th Annual Healthy Safety Net Symposium - October 16, 2023



Blue Cross Blue Shield of Michigan will host the 13th annual Healthy Safety Net Symposium. The event will take place on Monday, October 16, 2023, from 9 a.m. to 3:30 p.m. at the Crowne Plaza Lansing West Hotel in Lansing.

Leaders of Michigan free clinics, Federally Qualified Health Centers, Rural Health Centers, hospitals, public health providers, school-based health centers, and other safety net health care organizations are invited to attend.

The agenda will include topics such as street medicine and other behavioral health care resources, diversity, inclusion, and no-cost health care treatment. There will

also be opportunities to explore innovations in access to affordable health care, low-cost clinics, health insurance and controlling health care costs.

[Click Here for Full Symposium Details and Registration](#)

The National Aging and Disability Transportation Center to Offer Creative Solutions to Rural Transportation Course



Register today for the National Aging and Disability Transportation Center's (NADTC) upcoming online course beginning October 23. The objective is to identify the challenges surrounding transportation programs that serve rural areas and develop innovative solutions.

This course is designed for public, private, and nonprofit transportation and human services providers, including volunteer programs; city/county employees, including those working in the fields of aging and disability services, healthcare, housing, or employment; tribal agencies; and anyone interested in learning about rural transportation.

The deadline to register is October 13, 2023.

[Click Here for More Details](#)

Encourage Rural Patient Participation in The Breakfast Study and Improve Dietary Habits



Would any of your rural patients like to improve their type 2 diabetes through dietary changes?

Encourage them to participate in the Breakfast Study, a 4-month University of Michigan study about nutrition, diabetes, and health!

What is involved?

- Participants will follow a promising dietary approach for type 2 diabetes: a very low carbohydrate ('keto') breakfast, which cuts out most sugars and starches.

Be part of an online program with videos, text messages, resources, and recipes.

- They will get inspiration and advice from a coach who will help them make changes to their way of eating and lifestyle.
- Learn about making long-lasting habit changes.
- Complete study measurements at the start of the study, and then at month 4. These will include a blood draw, online appointments, and some online surveys.

Eligible participants may receive up to \$100 for completing all study measurements.

[Click for More Details and Learn About Patient Eligibility](#)

Upcoming MCRH Educational Events



GRAND ROUNDS:

October 19, 2023, 12- 1 PM EST

Nursing Grand Rounds: Hypertension in Pregnancy

Speaker: Shelly Betancourt, WHNP-BC, and Michelle Becher, DO, FACOOG of Maternal 911 Education System

[Register Here](#)

CE provided for: Nursing

October 25, 2023, 12- 1 PM EST

Psychiatry Grand Rounds: Pediatric Pain Management Strategies

Speaker: Natoshia Cunningham, PhD

[Register Here](#)

CE provided for: Nursing, Social Work, and CHWs

December 13, 2023, 12- 1 PM EST

Pharmacy Grand Rounds: Heart Failure - Optimizing Medical Therapy

Speaker: Curtis Smith, PharmD, BCPS

[Register Here](#)

CE provided for: Pharmacist, Pharmacy Technicians, and Nursing

Project ECHO:

October 18, 2023, 12 -1 PM EST

Infectious Disease ECHO: Topic TBA

(Check back periodically for updates on MCRH social media channels and website)

Speaker: Dr. Peter Gulick

[Register Here](#)

CME Provided

EMS:

October 18, 2023, 6 PM EST

EMS Recruitment, Retention & Diversity

Speakers: Jeff Butcher, EMS Program Director, Lansing Community College & Andrea Abbas, EMS Programs Manager, MCRH

[Register Here](#)

CE Provided: 1 Preparatory and 1 Instructional Techniques

ADDITIONAL NEWS & RESOURCES:

HOSPITAL PROGRAMS:

QUALITY OF HEALTH CARE UPDATE: [Mandatory Medicaid and Children's Health Insurance](#)

PRIMARY CARE:

COMMENTS REQUESTED: CMS Proposes Minimum Staffing Standards for Nursing Homes - November 6

FUNDING:

ENDING SOON: USDA Rural Economic Development Loan and Grant Program – September 30

PUBLIC HEALTH FUNDING: Barclay-Giel Seed Grants Apply by November 12

JUST ANNOUNCED: USDA Community Food Projects – October 30

SOCIAL DRIVERS OF HEALTH:

CHW TRAINING AND PLACEMENT: Opportunities for Community Health Worker Training And Placement Available to Michigan Hospitals

WORKFORCE:

REPAYMENT PROGRAM: NHSC Students to Service Loan Repayment Program - Apply by December 7, 2023

VETERANS:

PACT ACT ENROLLMENT: Next PACT Act deadline: Health care enrollment for Veterans is Sept. 30

ADDITIONAL RESOURCES:

NEW: New Federal Office Will Focus on Long COVID

ONGOING: HRSA Payment Program for RHC Buprenorphine-Trained Providers

A SPECIAL THANK YOU TO MCRH'S 2023 ORGANIZATIONAL SPONSORS



Visit the MCRH Website

Please visit and follow MCRH's social media channels for more news and information:



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