



# Rural Health Clinic INSTITUTE

Approximately 4,000 clinics are certified by the Centers for Medicare & Medicaid Services (CMS) as Certified Rural Health Clinics (RHCs) across the US. RHCs serve as an important component of the healthcare infrastructure by providing comprehensive primary care services at the local community level. In today's complex environment, State Offices of Rural Health (SORHs) have the opportunity to play an increasing role in supporting RHCs through communication, education, technical assistance, and advocacy.

NOSORH has developed the RHC Institute to help State Offices of Rural Health build their capacity to provide technical assistance to RHCs. A panel of SORH leaders, experts and a variety of guest speakers will lead in-person learning sessions and webinars on a wide range of pertinent topics and best practices. Join us for this unique opportunity to enhance your ability to provide technical assistance to RHCs in your state.

## About the RHC Institute

**Who should attend the Institute?** The RHC Institute is designed for SORH staff interested in providing technical assistance to RHCs.

**What will participants learn?** SORHs will learn about the needs and challenges of RHCs, such as regulatory compliance, billing and collections, technology implementation, the impact of the Affordable Care Act and how to support RHC innovations. Participants will be provided with resources, guidance, and best practices for organizing their efforts to provide effective technical assistance and serve as valuable resources for RHCs.

**When does the Institute begin?** The RHC Institute begins with an in-person pre-conference session in St. Louis before the start of the [National Association of Rural Health Clinics \(NARHC\) Fall Institute](#), which takes place October 27-29. Session participants will be guided through the NARHC conference agenda and will learn how SORHs can engage with NARHC and other associations dedicated to assisting RHCs. The NARHC conference and pre-conference meeting are great opportunities for participants to learn more about RHCs; however, participation is not required.

**When do the Webinars begin?** Following the NARHC Conference, a 9-part webinar series will begin on Thursday, November 12, 2015. All webinars will take place on Thursdays from 1:00 pm to 2:30 pm ET.



National Organization of  
State Offices of Rural Health

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## Faculty



**Kassie Clarke** is the Communication and Development Coordinator for the National State Offices of Rural Health. Kassie has facilitated and taught several Institutes for NOSORH. Prior to joining NOSORH, Kassie worked for five years in the Oregon Office of Rural Health managing Flex, SHIP and various other grant projects working with CAHs and RHCs throughout the state on quality improvement, patient safety, care coordination and other initiatives.



**Troy Soenen** previously worked for the Oregon Office of Rural Health and is now the Director of Community Health Development for one of Oregon's Coordinated Care Organizations in eastern Oregon. He has over 15 years of experience in rural health care and has been working with clinics, hospitals, and communities in Oregon. Mr. Soenen currently works with 12 Community Advisory Councils to help lead local projects that focus on improving the health of eastern rural Oregon.



**Robin Veltkamp** currently serves as Vice President of Medical Compliance and Consulting Services for Health Services Associates. She is also an AHIMA approved ICD-10 CM/PCS Trainer/Ambassador. Robin has over 30 years of medical office and billing experience, which includes Managerial, Coding and Billing as well as Compliance and enrollment in various types of medical settings, which includes RHC, FQHC, Specialists, Family Medicine, and Hospital. Robin assists clinics in obtaining and maintaining RHC compliance. Robin also has extensive experience in patient flow analysis, maximizing Accounts Receivable and coding/billing.



**Lou Ann Wilroy** was previously with the Colorado Center for Rural Health and is now the founder of Leading Edge Business Strategies LLC, a consulting firm based in Denver, focused on strengthening the sustainability of healthcare organizations. She is also a partner with Clarity Consulting Associates, a group of consultants providing national expertise in a wide range of areas such as health information technology, HIPAA, marketing and communications, program development, revenue cycle management, and strategic planning. Lou Ann has over 25 years of experience in healthcare management.

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## Curriculum Outline

### In-Person Learning Sessions:

**October 26, 2015**

#### **RHC Institute “Kick-Off” Session (Optional)**

The RHC Institute begins with an in-person pre-conference session in St. Louis before the start of the National Association of Rural Health Clinics (NARHC) Fall Institute, which takes place October 27-29. Session participants will be guided through the NARHC conference agenda and will learn how SORHs can engage with NARHC and other associations dedicated to assisting RHCs. The NARHC conference and pre-conference meeting are great opportunities for participants to learn more about RHCs; however, participation is not required.

### **Webinar Series:** Thursdays 1:00 – 2:30 pm ET

**November 12, 2015**

#### **Prevalent RHC Needs: Understanding the challenges and barriers faced by RHCs**

The first webinar of the RHC Institute will focus on the needs, barriers, and challenges of RHCs. Needs vary from state to state and each clinic has unique challenges, however, data demonstrate there are national trends and common issues. This session will provide an overview of existing needs assessment data, provide information on the impact of changing marketplace, new reimbursement methods and regulatory environment on RHC and will offer guidance to assist SORHs in learning about the specific needs of RHCs in their states.

**December 3, 2015**

#### **Providing Technical Assistance to RHCs Part 1**

During this two-part series, participants will learn about options for providing high-level technical assistance to RHCs and hear about best practices from SORHs with experience in these areas. Examples include revenue cycle management (coding/billing/reimbursement), cost reporting, operational improvements, and compliance.

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## SCHEDULE

**9/3/2015:**

RHC 101 Workshop  
at NOSORH Annual  
Conference (Optional)

**10/26/2015:**

RHC Institute Kick-Off at  
NARHC Fall Institute  
(Optional)

## WEBINARS

**Thursdays 1:00 – 2:30 pm ET**

**11/12/2015:**

Webinar #1  
Prevalent RHC Needs

**12/3/2015:**

Webinar #2  
Providing TA to RHCs Part 1

**12/17/2015:**

Webinar #3  
Providing TA to RHCs Part 2

**1/7/2016:**

Webinar #4  
Other Options for  
Supporting RHCs

**1/21/2016:**

Webinar #5  
RHC Regulations &  
Operations Part 1

**2/4/2016:**

Webinar #6  
RHC Regulations &  
Operations Part 2

**2/18/2016:**

Webinar #7  
Collaboration & Partnerships

**3/3/2016:**

Webinar #8  
Understanding RHC  
Advocacy & Policy Efforts

**3/17/2016:**

Webinar #9  
Assisting Communities with  
Developing & Supporting RHCs

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**Webinar Series:** Thursdays 1:00 – 2:30 pm ET

**December 17, 2015**

## **Providing Technical Assistance to RHCs Part 2**

Part 2 will include additional technical assistance offerings such as Patient Centered Medical Home (PCMH) recognition, quality improvement, technology or telehealth implementation, integrating oral and behavioral health, board governance, leadership training, and provider & staff recruitment.

**January 7, 2016**

## **Other Options for SORHs in Supporting RHCs**

This webinar will give SORHs suggestions for providing support to RHCs that do not involve high level, direct technical assistance, such as conferences, webinars, and information dissemination (social media and newsletters).

**January 21, 2016**

## **RHC Conditions of Participation and Compliance Part 1**

Participants will review the CMS Conditions of Participation and learn about the requirements for RHC organizational structure, physical plant/safety, and staffing responsibilities. This session will include basic training on how to conduct mock surveys based on CMS guidelines.

**February 4, 2016**

## **RHC Conditions of Participation and Compliance Part 2**

During Part 2 of “Conditions of Participation and Compliance” the Provision of Services regulations will be covered, as well as Patient Health Records. In addition, participants will gain an understanding for the requirements for the RHC Program Evaluation.

**February 18, 2016**

## **Collaboration and Partnerships**

Participants will be provided with guidance on the organizations and experts to connect with to effectively support RHCs. Innovative partnerships built through collaboration at the state and national levels are key to strengthening RHCs. Information will be provided regarding state RHC associations and others such as the State Rural Health Associations, Primary Care Offices, and Primary Care Associations.

**March 3, 2016**

## **Understanding RHC Advocacy and Policy Efforts**

Bill Finerfrock, Executive Director of the National Association of Rural Health Clinics, will inform participants about current legislative and policy issues at the national level, and provide an overview of opportunities for SORHs to become involved in advocacy efforts.

**March 17, 2016**

## **Assisting Communities with Developing and Supporting RHCs**

Rural communities are challenged with determining the appropriate primary care delivery model to meet the needs of the population and ensure long-term sustainability. Participants will discuss how to help communities decide if RHC is the right fit for the local primary care clinic and learn how to assist with conducting financial feasibility studies. Participants will learn to assist clinics that decide to pursue RHC status with preparing for the survey & certification process and planning for ongoing compliance and sustainability. In addition, this session will cover the process of transitioning from RHC to FQHC and freestanding RHC to provider-based.

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## Registration

Registration for the RHC Institute ends on October 23. Class size will be limited to offer one-on-one assistance to build effective technical assistance programs for RHCs in your state. Register today to take advantage of this one-of-a-kind training.

**To register, go to <https://www.regonline.com/RHC2015>**

For more information, contact Kassie Clarke at [kassiec@nosorh.org](mailto:kassiec@nosorh.org) or 503-504-0900.

**NOSORH and NARHC have negotiated a special rate for SORHs to become NARHC members and attend the Fall Conference.**

Option	Amount	Benefits Included			Savings
		RHC Institute	NARHC Fall Conference	NARHC Membership 2015 & 16	
A	\$500	X			N/A
B	\$900	X		X	\$400
C	\$1,000	X	X		N/A
D	\$1,300	X	X	X	\$500

### Technology and System Requirements

Webinars will be conducted using WebEx. You will view a presentation online while listening to the narration via phone. WebEx requires a plug in installation and updated JavaScript, which is free for download. [Click here](#) to run a test to make sure you can load WebEx. [Follow this link](#) to see WebEx system requirements to best utilize WebEx software. The URL for the webinar and phone number will be the same for each session. Recordings of the presentations, including narration, will be available for playback within 24 hours of the event.

**Please note:** Plan to test technology compatibility prior to the start of the Grant Writing Institute. Some organizations have policies around installations or have firewalls which may require some adaption to allow the use of WebEx. If you use a work computer to participate in this program, please contact your IT support to inquire about installing WebEx. To avoid limited access or technology issues, ensure your organization and/or equipment are compatible with these requirements. Please contact Matt Strycker ([stryckerm@nosorh.org](mailto:stryckerm@nosorh.org)), if you need assistance.

### Certificate of Completion

Participants will be required to take a brief quiz after each webinar session. A Certificate of Completion will be awarded to participants at the conclusion of the RHC Institute after attending and completing the quiz for 75% of the webinars.