National Rural Health Day

November 21, 2013
Mission

3RNet works to improve rural and underserved communities' access to quality health care through recruitment of physicians and other health care professionals, development of community based recruitment and retention activities, and national advocacy relative to rural and underserved health care workforce issues.
3RNet Brief History

• Non-profit membership association founded in 1995
• First ED and visionary behind the concept – Fred Moskol of the Wisconsin Office of Rural Health
• Premise was that an easy to use internet job board of current position openings would be attractive to health professionals and would harness economies of scale
• Members of the organization would know their state best, understand community development and be connected to many HRSA and local programs such as loan repayment and J1 visa
Membership today

• 53 Organizational Members including 49 states, Commonwealth of the Northern Mariana Islands, Cherokee Nation (OK), Veterans Administration and Indian Health Services
• Represented by SORH, PCO, PCA, AHEC, and other non-profit and government entities
• Funded through member dues and a grant from HRSA Office of Rural Health Policy
The basics of the 3RNet database

- Members and/or facilities post health care opportunities on nationally advertised site using practice profiles, pictures, links and even video
- Health professional candidates register for more information and referrals are made to opportunities listed; tracking of process by members
- Searchable database allows members to make queries by specialty sought
- Members utilize and market the 3RNet based on the needs of their state in collaboration with partner agencies
Healthcare facilities served by 3RNet members

- Rural Health Clinics
- Community Health Centers
- Critical Access Hospitals
- Rural Hospitals
- Private Practice Clinics
- Tribal Health
- Integrated Delivery Systems
- Prison systems
- VA clinics and hospitals
- Other safety net facilities serving rural and underserved
Current Board of Directors

- Steve Shotwell (MI)  President
- Keith Clark (NV)  President-elect
- Joni Adamson (MO)  Treasurer
- Ann Cranford (TN)  Secretary
- Jan Hurst (KY)
- Randy Munson (WI)
- Tom Rauner (NE)
- Kara Aldridge (MS)
- Sara Leahy (CO)
2011-12 Annual Survey (through 9/30/12)

- 7,504 health professional opportunities posted
- 3,921 candidates registered on 3RNet website
- 47,938 candidate referrals made to hiring organizations
- 1,767 health professional placements recorded (including J1 physicians)
Website Data

- 41,028 = Current active candidates in all professions
- 20,227 = Active Physicians
- 4,540 = Active Nurse Practitioners
- 3,954 = Active Physician Assistants
- 2,514 = Active Dentists

- Over 100,000 visits to the website each year
NEW WEBSITE – September 2012

With its incredible natural beauty and 360 days of sunshine a year, Colorado is a wonderful and awe inspiring state to call home. For the outdoor enthusiast, Colorado boasts magnificent mountains, rolling plains, great rivers, and remarkable desert that would keep even the most avid explorer on their toes. The state has been called the “Napa Valley of Beer”, with 159 breweries statewide. Colorado’s rich history takes us to the gold rush and days of the wild, wild west. Colorado: a great place to work and play!

To find out more about the different towns in Colorado, click here!

Key Points
Colorado Provider Recruitment (CPR) focuses on expanding the primary care workforce throughout Colorado’s rural and urban underserved healthcare communities. We offers recruitment and retention services to healthcare providers and employers. Our unique program connects providers, who are passionate in serving safety-net patients, with their perfect Colorado home. CPR is a program of the Colorado Rural Health Center (CRHC), the non-profit “State Office” of Rural Health for Colorado. Check out our website’s at:

- www.coprocessorrecruitment.org
- www.cruralhealth.org
- Follow us on:
  - Facebook
Locate the 3RNet member available to you

- Visit [www.3rnet.org](http://www.3rnet.org) to search our location map for the member that can assist you
- For more information contact [info@3rnet.org](mailto:info@3rnet.org)
Thank you for your time today.

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National Cooperative of Health Networks Association, Inc.

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Rebecca Davis, Ph.D.
What is a health network?

Rural health networks (RHNs) work to address the gaps, disparities, and barriers in rural areas. A RHN is "a collaboration of at least three like-minded entities that join together to improve health outcomes for rural communities and advance a common mission."
Composition of RHNs

Rural health networks are often classified according to their composition (homogenous or mixed) or purpose.

Horizontal networks are homogenous organizations comprised of one type of provider (e.g., rural hospitals, nursing homes) and integrated vertical networks are comprised of different types of providers.
Types of RHNNs

- Rural Hospital Networks
- Integrated Vertical Rural Health Networks
  - Federally Funded Integrated Rural Health Networks
  - Rural Public Health Networks
- Health Center Controlled Networks (HCCNs) Health Information Technology (HIT) Networks
  - Telemedicine Networks
  - Electronic Health Records (EHR) Networks
- Broker Networks and Purchasing Networks
NCHN

NCHN is a national association of health networks, alliances, consortiums, and coalitions; along with select business and strategic partners.
Mission Statement

• NCHN’s mission is to support and strengthen health networks through:
  – Collaboration
  – Networking
  – Leadership development
  – Education
Primary Membership Services

- Education & Leadership Development
  - Annual Conference
  - Annual Leadership Summit & Leadership Learning Community
  - Newsletters (2/mo.)
  - Quarterly Information Calls
  - Executive Coaching Program
  - Network Leader Salary & Benefit Survey
Primary Membership Services

• Networking Opportunities
  – NCHN Listserv (member email list)
  – Coffee/Tea Chats (monthly)
  – Most members say that the biggest benefit of membership is connecting with other networks

• Business Partners
  – Discounts on programs and services
Membership Profile

• NCHN has a membership of:
  – 47 Network members (voting members)
  – 13 Associate members
  – 12 Business Partners
  – 3 Strategic Partners

• The large majority of the 800+ hospitals represented by the network members are rural. Many nursing homes, clinics and community health partners are also represented by member organizations.
What is a health network?
Network Composition

• Networks are formed to **address a need** that is shared by multiple organizations
• **Composition** varies based on need
• **Integrated networks** are vertical organizations comprised of different kinds of organizations
• **Horizontal Networks** are comprised of only one type of organization (e.g., hospitals)
What is the impact of networks?

• Networks report network value differently
  – Numerous networks report an ROI of 400% and more
  – Many network services are intangibles (e.g., convening community members, catalyzing new programs)
What kind of things are networks doing?

- Group Purchasing
- Shared Services
- Telemedicine/HIT
- Mobile Healthcare
- EMS
- Quality Improvement
- Facilitation/Education
- Catalysts for Collaboration & New Programs
- Patient Navigators
- Project Management
- Recruitment and Retention
- Referral Services
- Transportation
- Community Needs Assessments
- Strategic Planning
- Improving Access to Care
- Community Education
For More Information, Contact:

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Telehealth Resource Centers (TRCs)

Kathy H. Wibberly, PhD
Director, Mid-Atlantic Telehealth Resource Center
TRCs are funded by the U.S. Department of Health and Human Service’s Health Resources and Services Administration (HRSA) Office for the Advancement of Telehealth, which is part of the Office of Rural Health Policy.
Our Mission
What Is Telehealth?

A mechanism for enhancing health care, public health, and health education delivery and support, using electronic communication and information.
Live Video Conferencing (Synchronous)
Store and Forward (Asynchronous)
Remote Patient Monitoring (RPM)

"With Remote Monitoring my illness no longer owns my life - I do."
Mrs. Tamara J.

"Remote Patient Monitoring has given me a way to look into my patients’ day-to-day life at home. Their real life"  
Dr. Hilary Canipe, MD
Mobile Health (mHealth)
How To Get Started/Strategic Planning
- Program/Protocol Development
- Business Model Development/Reimbursement
- Program Evaluation/Quality Assessment
- Best Practices/Networking

- National Telehealth Technology Assessment Resource Center
  - Guidance on selecting appropriate technology
- National Telehealth Policy Resource Center
  - Guidance on legal, regulatory and other policy issues
The National Telehealth Resource Center Webinar Series

3rd Thursday of every month
9:00 AM HST
10:00 AM AKST
11:00 AM PST
12:00 PM MST
1:00 PM CST
2:00 PM EST

All past webinars recorded and available at:
http://www.telehealthresourcecenter.org/past-webinars
For Questions or More Information:

TelehealthResourceCenter.org

Contact a Regional TRC Today!
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