

**Alabama-Georgia Joint Rural
Health Clinic Project**

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Project Overview

How We Got Into This

What We Did

Long Term Benefits

Takeaways

Would We Do It Again?

How We Got Into This

- **Prior collaboration with Georgia**
 - FLEX activities
 - RHC training
 - Ongoing dialogue
- **Reviewed NOSORH grant opportunity**
 - Great opportunity, but small dollar amount
 - Best administered through state Rural Health Association
 - Coordinated intent with NOSORH
- **Settled on joint project**
 - 4 partners: AL & GA SORHs; AL & GA RHAs
 - Based on RHC technical assistance needs
 - Included a bi-state conference and 3 follow-up webinars
 - Emphasis on leveraging and sustainability
- **Received NOSORH award for \$25,000**

What We Did

- **Preparation activities**
 - Convened frequent planning sessions over 5 months
 - Conducted RHC needs survey
 - Identified central conference site
 - Developed agenda of common & state specific needs
 - Identified speakers & vendors
 - Established registration and vendor fees
- **Marketed heavily**
 - Save the date flyers
 - Frequent email blasts
 - Created web site for publicity and registration

What We Did (Cont'd)

- **Conference held June 4-5, 2013**
 - 106 attendees and 16 sponsors
 - Generated \$20,775 in revenue
- **The agenda included**
 - How to develop an RHC
 - What Surveyors are looking for
 - Updates from NRHA, Cahaba GBA, Medicaid
 - Overview of ICD-10
 - RAC Audits
 - Cost reporting
 - Utilization of telehealth

What We Did (Cont'd)

- **Outcome of conference**
 - Glowing evaluations
- **Recommendations for future training**
 - RHC certification/recertification process
 - ICD-10
 - Cost reporting
 - Billing
 - Bad debt
- **Provided basis for follow-up webinars**

Conference held at the Opelika Conference Center, close to the AL-GA border



**RHC Conference Participants
Opelika Conference Center
June 4-5, 2013**

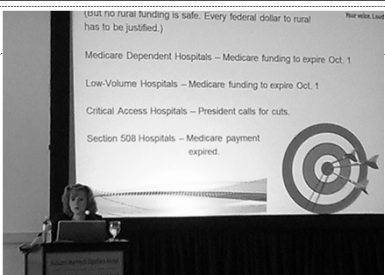
The 16 vendor exhibits were set up in the meeting room lobby



**RHC Conference Vendors
Opelika Conference Center
June 4-5, 2013**

This was a presentation made by the NRHA

Title on top of the presentation screen says
'Rural Hospitals in Congress' Bull's Eye'



**RHC Conference
Opelika Conference Center
June 4-5, 2013**

What We Did (Cont'd)

- **RHC Webinars**
 - 2 held; 3rd scheduled for December 10, 2013
- **Participation Rate**
 - 1st webinar – RHC Compliance
 - > 61 registered; 36 participated; 30 post-views
 - 2nd webinar – RHC Billing
 - > 71 registered; 42 participated; 8 post-views
 - 3rd webinar – Medicare Bad Debt
 - > Scheduled for December 10, 2013

Long Term Benefits

- **Strengthened partnerships**
- **Increased our credibility**
- **Seeded momentum**
 - Have completed two ICD-10 workshops
 - RHC ICD-9/ICD-10 “Boot Camps” now in the works
- **Provided valuable learning experience**

Takeaways

- **Leverage resources**
- **Use flexibility of non-profit associations**
- **Maximize use of private sector**
- **Know and target providers’ needs**
- **Plan and review – constantly**
- **Market heavily: web, e-blasts, one-on-one**
- **Look for T/A voids (lack of state RHC association)**
- **Don’t forget evaluations**

