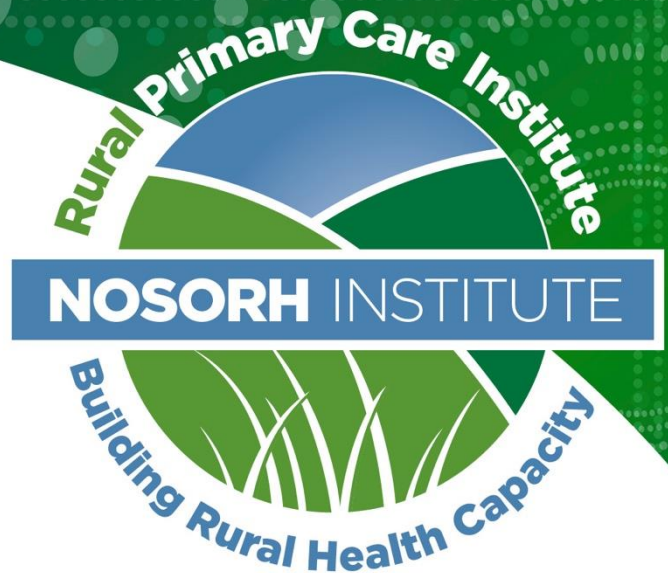


Rural Primary Care INSTITUTE



The NOSORH RPC Institute was developed to help SORH, their partners, and stakeholders build their capacity to provide technical assistance to rural primary care providers. The webinars include a wide range of pertinent topics and best practices. Join us for this unique opportunity to enhance your ability to provide technical assistance to rural primary care and safety net providers in your state.

Who Should Attend?

State Office of Rural Health professionals, their partners and stakeholders interested in building their capacity to provide technical assistance to rural primary care providers and gain understanding of the business of rural primary care.

Course Structure

The Rural Primary Care Institute will run from July 13 – September 7, 2022. Live sessions will occur each Wednesday from 4:00-5:00 pm ET through September 7, 2022. Participants are required to complete an EduBrite (NOSORH's Learning Management System) orientation before the first session on July 13.

We're all busy professionals, so recordings of all live sessions will be made available! Each session will include a short survey to capture live or recorded participation, and some may have a brief exam.

Course Objectives

- **Describe** different primary care models
- **Discuss** regulatory, compliance & guidance for those models
- **Determine** best fit for community need
- **Plan** for collaborative partnerships
- **Describe** the impact of the changing healthcare marketplace, regulatory environment, and reimbursement on rural primary care practices
- **Strategize** TA and other ways to support rural primary care providers
- **Identify** ways to influence policy

Live Session Schedule

What is Primary Care and WHY Do We Do What We Do?

Wednesday, July 13, 2022

The first webinar of the Rural Primary Care Institute (RPCI) will provide an overview of the Institute including review of the "road map", general Institute information, use of the forum board within EduBrite, and Institute "homework" assignments. We will level the playing field by establishing the WHY we do what we do in the way that we do it as well as exploring a high-level overview of the Primary Care space. We will include a focus on understanding what primary care is, the variety of provider types and services provided in this space.

What is Primary Care in Rural America and What Makes it Unique?

Wednesday, July 20, 2022

The second webinar session dives into rural primary care. From different provider types to organizational structures, to business models to impacts of public health challenges. Needs vary from state to state and community to community. Each practice has unique challenges, however, there are trends and common issues. In this session, participants will learn about those trends and common challenges and, more importantly, how they impact the wellness of rural communities. We will explore answers to the questions what are the needs of rural primary care practices, and what factors impact the rural healthcare environment? As well as how is information that will grow understanding of the rural health landscape in your state found?

How do Designations fit into Rural Primary care?

Thursday, July 28, 2022

Participants will explore definitions, similarities, differences, requirements and uses for several designation types available to rural primary care providers. Basic designation determinations, conditions of participation and other regulatory requirements impact eligibility for programs and potential funding opportunities. This session will lean into these concepts and will provide practical application of knowledge gained.

How does "Compliance" fit into Rural Primary Care?

Wednesday, August 3, 2022

Participants will examine similarities and differences of "compliance" and "eligibility" along with the impact to rural primary care practices. From working with surveyors to concepts of compliance within particular rural primary care provider types, we will explore available compliance tools, resources, and how SORH might prepare to provide compliance support and capacity building as well as the connection between compliance and value.

How to Support and Engage Rural Primary Care Practices

Wednesday, August 10, 2022

This session will provide participants suggestions for providing support and capacity building to rural primary care providers/practices that do not involve high level, direct technical assistance, such as conferences, webinars, and information dissemination (social media and newsletters). Practical application tips are offered to include resource/content development on relevant topics of specific interest to particular provider types (such as RHC, FQHC, etc.) and resources focused on community-centric challenges such as how to improve health equity through efforts on social determinants of health including health literacy, food deserts, and community transportation challenges. Finally, we will dive into how collaboration with other state agencies may provide a beneficial foundation for rural primary care provider support.

How to Provide Technical Assistance to Rural Primary Care Practices

Wednesday, August 17, 2022

During this session, participants will learn about how to develop a strategy and consider options and resources for providing higher level technical assistance to rural primary care providers. Examples include revenue cycle management (coding/billing/reimbursement), operational improvements, quality improvement, telehealth integration, integration of other services (CCM, behavioral health, oral health, etc.) to ensure health equity for all rural populations. and basic compliance. We will also touch on the transition to value in the framework of our WHY- helping rural communities become and remain more well.

Live Session Schedule



Who is Involved in Rural Primary Care? (aka... Getting by with a little help from our friends)

Wednesday, August 24, 2022

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

Where do Communities find Assistance with Developing and Supporting Rural Primary Care?

Wednesday, August 31, 2022

Rural community engagement is critical to success of rural primary practices. They are also sometimes challenged with determining the appropriate primary care delivery model to meet the needs of the population in their community and ensure long-term sustainability. The session will discuss how to help primary care practices engage communities and to support communities to determine the right fit for the local primary care provider/practice and learn how to assist with conducting basic financial reviews. Practical application includes how to help individual rural communities become and remain more well.

What are Rural Primary Care Policy Efforts and How to Move the Power of Rural Forward

Wednesday, September 7, 2022

The final session will explore policy efforts at the state and federal level. It will include an overview of opportunities for how SORH and stakeholders might engage in policy/advocacy activities. Potential impacts of policy to the current and future rural primary care landscape will be explored including the transition from volume-based service delivery to value. In addition, we will take a retrospective look of the journey through the institute and will provide a comprehensive conclusion.

Course Presenters

Instructors Tammy Norville and Tonne McCoy have combined experience of 25 years working in a State Office of Rural Health and serving the primary care needs of rural communities. Their experience and practical information will help all attendees learn how to leverage their position in a SORH or partner organization to leverage partnerships and resources to help primary care providers grow the health of their neighbors.



Homework Assignment/Project

During the Institute, participants will be guided through development of a technical assistance and outreach plan incorporating components and topics as they are introduced throughout the Institute. Participants are asked to submit the updated plan building on newly introduced topics and concepts three times over the course of the Institute. The submissions will be made thru the EduBrite Learning Management System. A template will be provided. The final plan is due by Friday, September 9, 2022.

Rural Primary Care INSTITUTE

Registration Fee \$750

Registration for the Rural Primary Care Institute ends on **June 30, 2022**. Class size will be limited to 60 participants to offer individualized assistance.

Group Discount

Sign up four participants and get the fifth one FREE! All registrations and payment must be submitted together to receive the discount.

To register, go to: <https://cvent.me/e2Qgnz?RefId=PCI2022>

For more information, contact Tammy Norville at tammyn@nosorh.org or (919) 689-5110.

Technology and System Requirements

Participants will use EduBrite, an online Learning Management System (LMS), to access handouts, presentation materials, recorded sessions, and communicate with the course instructor. Live sessions will be conducted through Webex. Recordings of the presentations will be available for playback within 24 hours of the event.

Participants are required to read the "EduBrite User Manual," listen to a recorded Orientation session, and log in to EduBrite prior to the first session on Wednesday, July 13th. Participants will receive an email invitation and user manual to access EduBrite by July 7th. Late registrants will receive access by the end of day on July 11th.

Only those registered for the Rural Health Data Institute will be provided a personal EduBrite login and are permitted to join the webinars and view class materials. Failure to comply may result in access restriction.

Certificate of Completion

Participants will be required to take a brief survey after each webinar session. A Certificate of Completion will be awarded to participants who complete 75% of the session surveys, 50% of session quizzes, **and** the final evaluation.

Refund Policy

To be considered for a refund, requests must be submitted in writing to Kayren Cross. Refund requests must adhere to the following deadlines:

July 13 — full refund

July 26 — 70% refund

August 1 — 40% refund

after August 1 — no refund.

**All payments must be received by
July 13, 2022, at 5:00 PM ET**

Payment via credit card or purchase order is accepted. Contact Kayren Cross (kayrenc@nosorh.org, (888) 391-7258 ext. 108) to make arrangements for payment if you can't pay by July 13, 2022 or request specialized billing.



National Organization of
State Offices of Rural Health

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Rural Primary Care Institute 2022