



**MARYLAND RURAL HEALTH ASSOCIATION**

**Educating and advocating for  
the optimal health of rural  
communities and their residents.**

# 2017 Maryland Rural Health Conference

## Annual Meeting and Awards Dinner

Thursday, October 5, 2017

# “Improving the Health of Rural Maryland”

- Mission:

- The Maryland Rural Health Association (MRHA) is a non-profit organization whose mission is to educate and advocate for the optimal health of rural communities and their residents.

- Vision Statement:

- MRHA envisions a rural Maryland where the health needs of communities are met with quality, access, and affordable care.

# Thank you to our Gold & Platinum Sponsors!!

- **Platinum Sponsors:**

- Garrett Regional Medical Center
- Maryland Community Health Resources Commission
- Maryland State Office of Rural Health
- Rural Maryland Council

- **Gold Sponsors:**

- Garrett County Health Department
- Greater Baden Medical Services
- MedStar St. Mary's Hospital
- Western Maryland Health System

# Thank you to our Silver & Bronze Sponsors!!

- **Silver Sponsors:**

- AHEC West
- Kennedy Krieger Institute
- Maryland Addiction Consultation Service (MACS)
- Patagonia Health, Inc.

- **Bronze Sponsors:**

- Health Quality Innovators
- Ingenium Healthcare Advisors
- Lower Shore Clinic
- Maryland BHIPP
- MD Dental Action Coalition
- MD Hospital Association
- MD Insurance Administration
- Shentel
- SimpleVisit
- USDA Rural Development
- University of MD Extension

# Current Leadership – Fiscal Year 2018

- **President**

- Mark Boucot, President & CEO, Garrett Regional Medical Center

- **Vice President**

- Susan Stewart, Executive Director, AHEC *West*

- **Secretary**

- Jennifer Berkman, Deputy Director and Continuing Education Coordinator, Eastern Shore AHEC

- **Treasurer**

- Andrea Mathias, Medical Director Consultant, Worcester County Health Department

# New Directors (First Term started July 1, 2017)

- John Ness
  - President & CEO, West Cecil Health Center
- Christine Wray
  - President, MedStar Southern Maryland Hospital Center
  - President, MedStar St. Mary's Hospital
  - Senior Vice President, MedStar Health

# Remaining MRHA Board Members

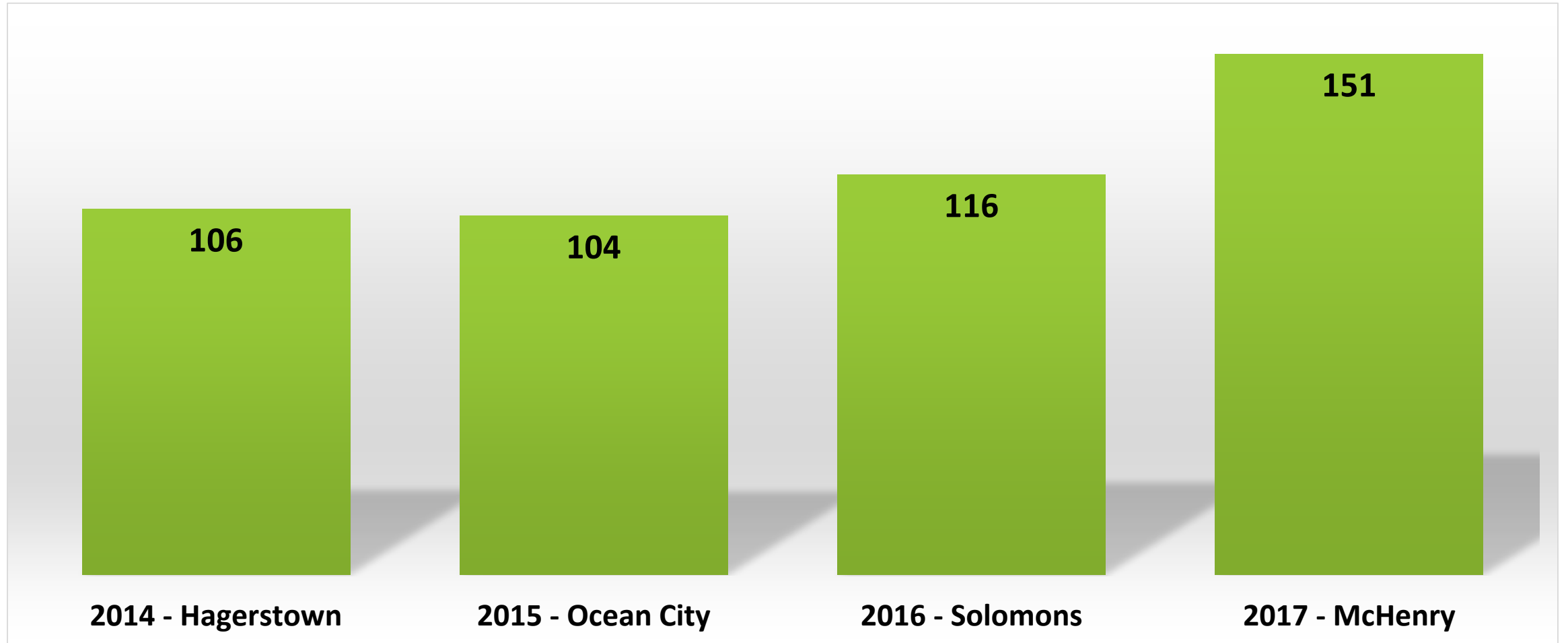
- **Meena Brewster**, Health Officer, St. Mary's County Health Department
- **Stephanie Garrity**, Health Officer, Cecil County Health Department
- **Annie Kronk**, Retired, The Johns Hopkins Institutions
- **Michael Meit**, Co-Director, NORC Walsh Center for Rural Health Analysis
- **Larry Polsky**, Health Officer, Calvert County Health Department
- **Bob Stephens**, Health Officer, Garrett County Health Department
- **Patti Willis**, Regional Senior VP, University of Maryland Shore Regional Health
- State Agency/Non-Voting Members:
  - **Temí Oshiyoye**, State Office of Rural Health
  - **Jennifer Witten**, Maryland Hospital Association
  - **Meredith Donaho**, Rural Maryland Council
- Ex-Officio/Past President:
  - **Lori Werrell**, Director, Population & Community Health, MedStar St. Mary's Hospital

# Standing MRHA Committees

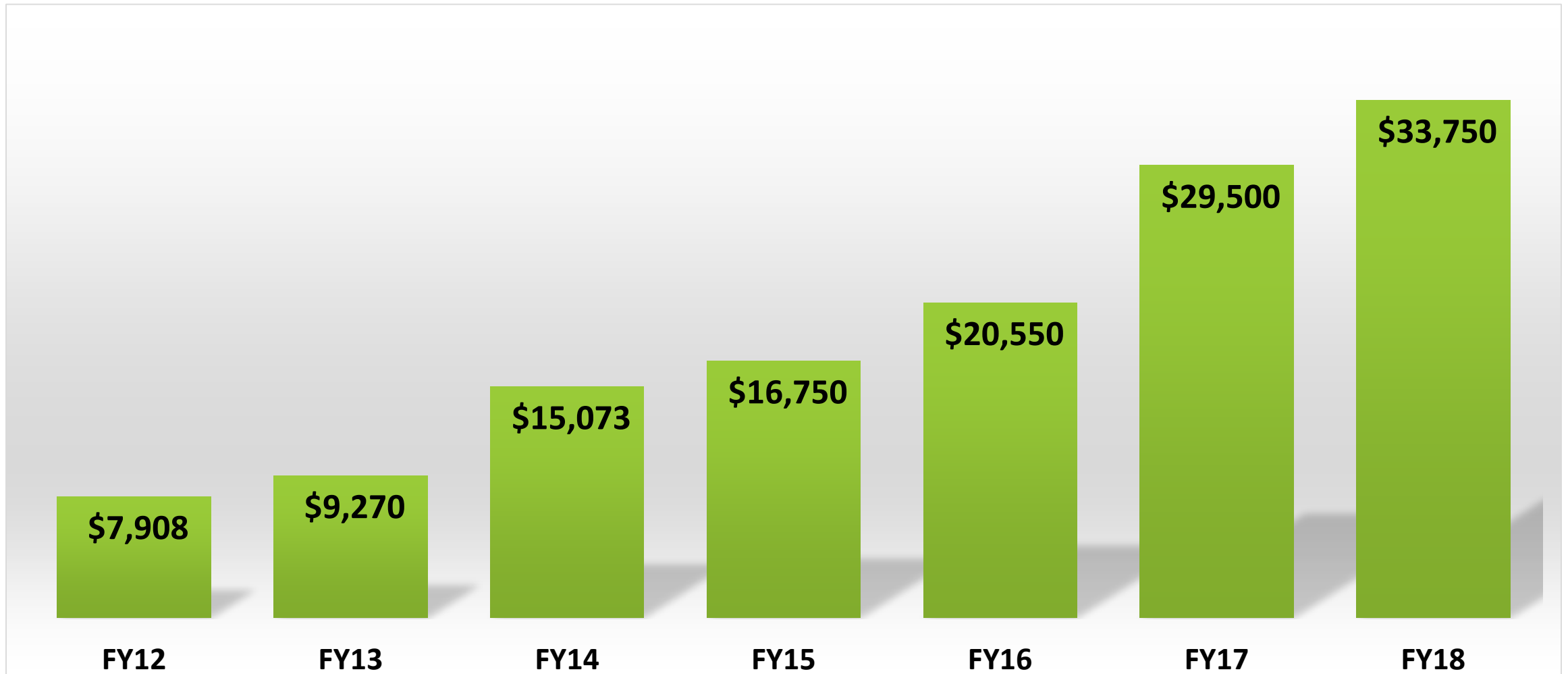
- Executive and Finance Committee
- Legislative Committee
- Rural Health Conference and Awards Committee
- Ad Hoc Committees
  - Membership & Nominating Committee
  - Bylaws Committee



# Conference Registration Growth (2014 - 2017)



# Conference Sponsorship Growth (FY12 – FY18)



\* Starting in FY17, Organizational Membership is included with a Gold and Platinum Sponsorship

# MRHA Membership Update – **Please join or renew!**

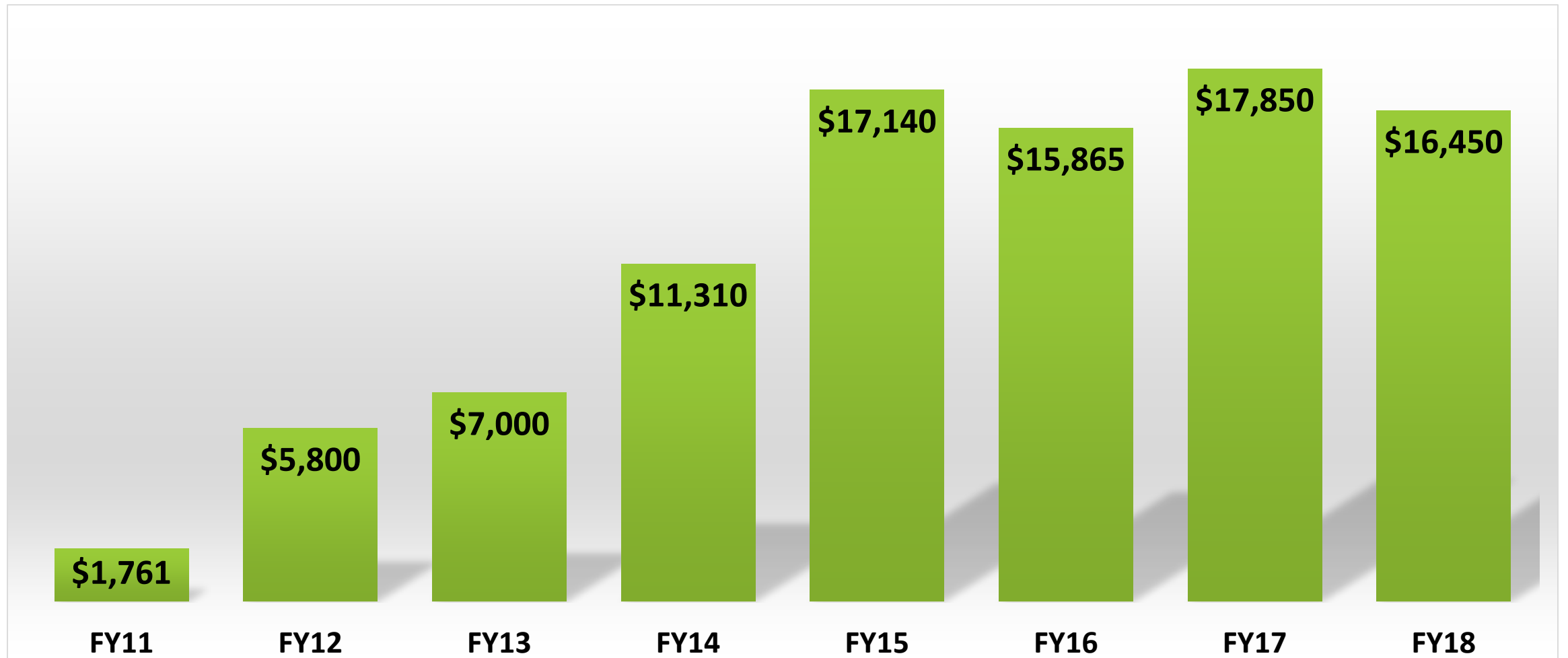
- Organizational Memberships

- FY18 – 52 Organizations (8 from Gold & Platinum Sponsorships)
- FY17 – 54 Organizations (8 from Gold & Platinum Sponsorships)
- FY16 – 48 Organizations

- Individual Memberships

- FY18 – 19 Individuals
- FY17 – 28 Individuals
- FY16 – 19 Individuals

# Membership Revenue (FY11 – FY18)



# MRHA Legislative Committee

- Receive updates on the Maryland General Assembly Legislative Session (budget and bills)
- Help develop advocacy priorities for MRHA that supports rural communities across the state
- Engage with elected officials and staff on rural health issues
- Participate in the legislation process and be the rural voice during committee considerations
- Provide guidance and help determine MRHA's position on legislation that may have an impact to rural communities
- Conference Calls are bi-weekly during the Legislative Session (January – March) and planning meetings over the interim

# 2018 TOP ADVOCACY PRIORITIES

MRHA's mission is to educate and advocate for the optimal health of rural communities and their residents.

## Legislative Goals:

- ◆ Support measures that improve the rural health landscape
- ◆ Support the elimination of health care workforce shortages and the creation of a rural workforce pipeline
- ◆ Advocate for \$6M to the Rural Maryland Prosperity Investment Fund
- ◆ Support MAERDAF as budget request priority to enhance resources to rural nonprofits and increase capacity building
- ◆ Support full funding of the Maryland Community Health Resources Commission
- ◆ Support rural Maryland investments and economic stability
- ◆ Support efforts of both expansion and reimbursement for telehealth
- ◆ Advocate for reinstatement and preservation of appropriate federal rural designations across the state
- ◆ Advocate to maintain and increase funding to ensure access to health care services in rural Maryland

## Vital Partners:

- ◆ Local Health Departments (LHD) & Local Health Improvement Coalitions (LHIC)
- ◆ Area Health Education Centers (AHEC)
- ◆ Federally Qualified Health Centers (FQHC)
- ◆ Maryland State Office of Rural Health (SORH)
- ◆ Rural Maryland Council (RMC)
- ◆ Maryland Community Health Resources Commission (CHRC)
- ◆ Maryland Hospital Association (MHA)
- ◆ Rural Community Hospitals, Primary Care Physician Offices, and Urgent Care Centers
- ◆ Health Enterprise Zones (HEZ)
- ◆ Rural Maryland Prosperity Invest Fund (RMPIF)
- ◆ Maryland Agricultural Education and Rural Development Assistance Fund (MAERDAF)

Lara D. Wilson, Executive Director

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# MRHA's 1<sup>st</sup> Annual Legislative Forum

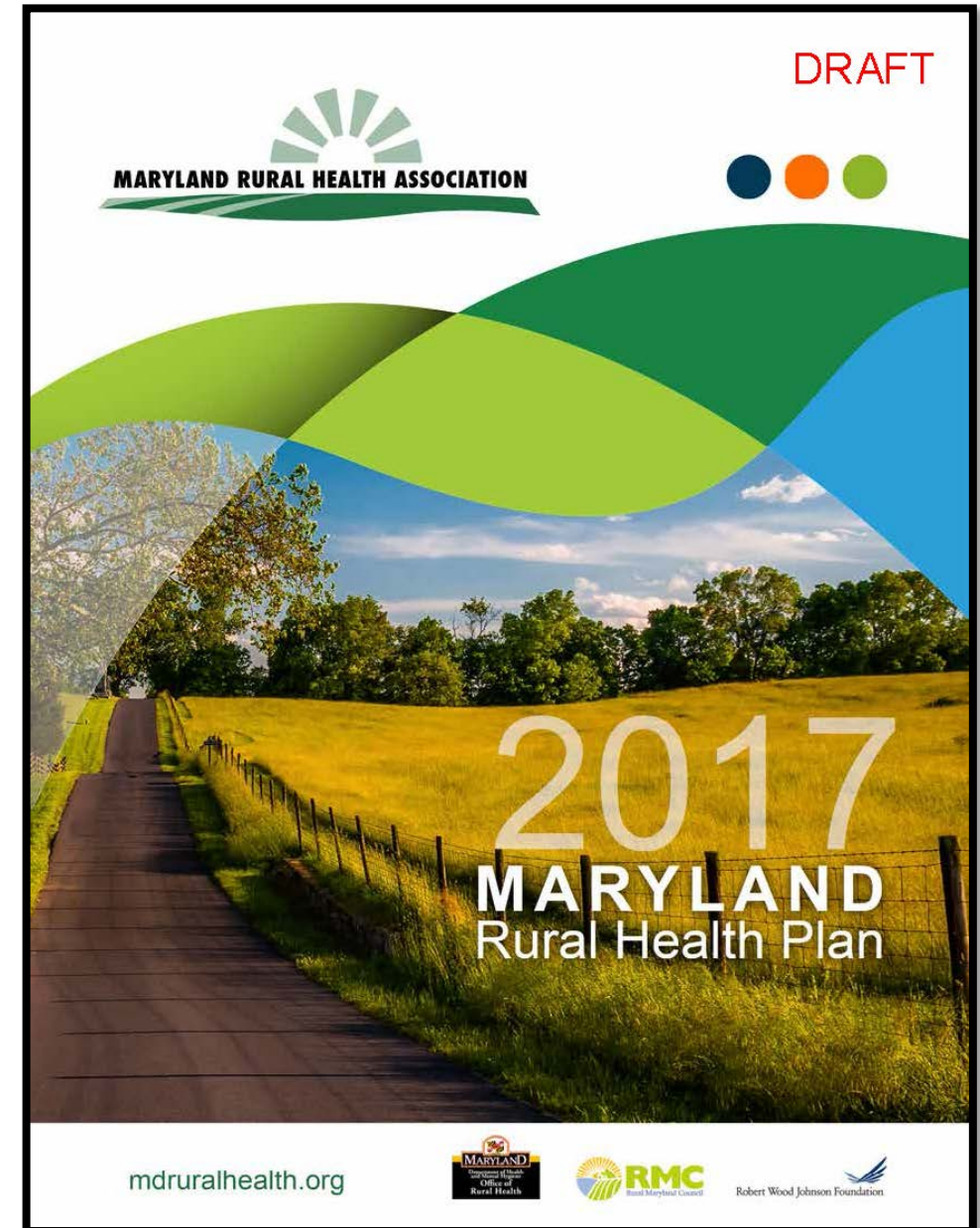


- MRHA held its 1st Annual Legislative Forum in partnership with the CHRC on January 26, 2017 at the Maryland House of Delegates in Annapolis.
- MRHA honored Senator Thomas “Mac” Middleton with the *2017 Outstanding Rural Health Legislator Award*.
- Shown above: the award was presented to Senator Middleton by Senator James Mathias (left), the previous recipient of the award.

**UPDATED**

# Maryland Rural Health Plan

- Collaborative project with:
  - State Office of Rural Health
  - Rural Maryland Council
  - Robert Wood Johnson Foundation
- Two focus groups completed in each of the 18 state designated rural counties
- Draft is **READY** for feedback/comments
- Received grant funding (RMPIF) to build Interactive Maryland Rural Health Plan Website – *COMING SOON!*
- Will be holding a Maryland Rural Health Plan - Feedback Session tomorrow morning (7:30 – 9:00am)





# White Papers with the Maryland Community Health Resources Commission (CHRC)

1. Social Determinants of Health and Vulnerable Populations in Rural Maryland; Issued: December, 2016
2. Bringing Care Where it is Needed: A Rural Maryland Perspective; Issued: May, 2017
3. Dental Access in Rural Maryland: Innovative Approaches to Care; Issued: October, 2017
4. Executive Summary; To be issued: November, 2017

# Current and Upcoming MRHA Initiatives

- 2017 Successful Initiatives
  - Updating Maryland's Rural Health Plan with the State Office of Rural Health, Rural Maryland Council, and Robert Wood Johnson Found
  - Hosted a Legislative Forum in January with the Maryland Community Health Resources Commission (CHRC)
  - Collaborating with the CHRC on a series of Rural Health White Papers
  - Invited to be a Member of Rural Health Work Group under Senate Bill 707
- 2018 Upcoming Initiatives
  - Working on the Feedback and Implementation Phase of the Maryland Rural Health Plan with the Rural Maryland Council
  - Awarded Grant Funding to create an Interactive Website to compliment and help implement the Maryland's Rural Health Plan (RMPIF grant)
  - Planning to host a 2<sup>nd</sup> Annual Legislative Forum with the CHRC

# Organizational Sustainability

- Achieve excellence on current projects
- Develop a plan for long term sustainability
  - Identify and explore strategic partners
  - Identify additional funding sources and grant development
  - Grow membership and extend the organizational reach across Maryland
- Explore long-term partnerships that:
  - Further the Mission and Vision
  - Ensure sustainability and staff development

# Organizational Sustainability

- Development of a Strategic Plan for the next three years
  - Conduct SWOT Analysis
  - Develop situational analysis and identify future state
  - Incorporate stakeholder input
  - Support organizational growth strategies, tactical initiatives and increase membership
- Develop the organization's advocacy efforts to support legislative efforts:
  - To advance programs that improve the health of Marylanders
  - To improve access to health care services for rural populations
  - Support and strengthen member organizations



THANK YOU FOR YOUR  
CONTINUED SUPPORT!

# Congrats to our 2017 Rural Health Award Winners

- **Outstanding Rural Health Volunteer Award**
  - Nathaniel Scroggins
- **Outstanding Rural Health Volunteer Award**
  - Heidi McNeeley, RN
- **Outstanding Rural Health Practitioner Award**
  - Dr. Thomas Annulis
- **Outstanding Rural Health Program Award**
  - Geriatrics & Gerontology Education & Research Program (GGEAR)
- **Outstanding Rural Health Achievement Award**
  - Leslie Stevens