



Swatches

Connecting Rural Iowa

August 2014

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President's Message

Rural Health Innovation

On November 19, and 20th, 2014, the Iowa Rural Health Association will hold its first joint conference with Iowa's Center for Agricultural Safety and Health (ICASH) and the Great Plains Center for Agricultural Health. This collaborative effort will combine the Iowa Rural Health Association's Fall Meeting with the Midwest Rural Agricultural Safety and Health Conference, and will provide an opportunity to connect with some of our nation's greatest leaders in agricultural safety and health research and clinical practices. We are honored to announce that Stephene Moore, our Region 7 Health and Human Services Director, and Chuck Fluharty, President and CEO of the Rural Policy Research Institute (RUPRI) will be our keynote speakers. Rarely do we have such a tremendous opportunity to showcase our state's innovative practice models and best practices that contribute to quality care and better health and safety for rural Iowans.

We need your help! As rural providers, many of us have a tendency to put our heads down and simply do what is necessary to ensure that our patients' and communities' needs are served effectively. It is clear why the term "Iowa nice" was coined with such ease. If this term is new to you, do your best to get out more, or at the very least, keep yourself informed with quick Google searches. "Iowa nice" aside, here is your chance to be bold. Our conference will provide a stage to demonstrate to national leaders what is working in Iowa to advance the health of our rural communities. Please consider submitting an abstract to showcase a promising or best practice that contributes to high quality and improved health for rural Iowans. Time is of the essence - if you are interested in taking advantage of this unique opportunity, please contact Melissa Primus **today** at mprimus@iaruralhealth.org or 515-282-8192.

Thank you for your

Thank you for your IRHA Membership!

Benefits of being an IRHA member:

1. Health advocacy with a rural perspective
2. Access to resources through the IRHA and NRHA websites and email distribution lists
3. Networking opportunities with professionals from diverse disciplines
4. Input opportunities for State and Federal Policy issues
5. Discounted rates for Annual Conference
6. Opportunities for leadership development

IRHA welcomes the following new members!

Dale Andres

Mercy - Des Moines

Stephanie Claussen

Adair County Health System

Dave Hickman

Mercy Health Network

essence - if you are interested in taking advantage of this unique opportunity, please contact Melissa Primus **today** at mprimus@iaruralhealth.org or 515-282-8192.

Please stay tuned for additional opportunities to be a part of our upcoming conference in November. In the meantime, if you have questions about IRHA or have an opportunity to collaborate with us in the future, please contact me at 515-327-5405 or jon.rosmann@iowapdc.org.

Best,

Jon-Michael Rosmann

Call for Nominations - Jerry Karbeling Award

Each fall, the Iowa Rural Health Association recognizes an outstanding individual in the area of Rural Health by presenting them with the Jerry Karbeling Award. We are now accepting nominations for the 2014 Jerry Karbeling Award. **Nominations are due September 15, 2014.**

Jerry Karbeling was a member of the Iowa Rural Health Association and served on the Board for 5 years. He served as President of the Association in 2002-2003. At the time of his death in 2005, Jerry was the Senior Vice President for Public Affairs and Corporate Development for the Iowa Pharmacists Association, a practicing community pharmacist, and owner of Big Creek Pharmacy in Polk City. He was a healthcare activist, an adjunct professor, and served on the City Council of Polk City.

The Iowa Rural Health Association seeks to recognize Jerry's legacy, and to retain the memory of his contributions. The Jerry Karbeling award will be presented to an Iowan on an annual basis. The award will recognize an individual who has demonstrated successful activism for improving rural health and a commitment to community service as exemplified by Jerry.

The individual's contributions should include:

1. Respected leader in the healthcare industry;
2. Community oriented as evidenced by serving on boards/committees, for the purpose of advancing a healthy lifestyle;
3. Activist as identified by participation and enthusiasm in developing public health policy.

The letter of nomination should include documentation to the above three categories and be accompanied by 3 letters of support speaking to the nominees effectiveness as a health leader, a community minded individual, and previous policy contributions at the local, state, or national level.

The nomination should be submitted to the Iowa Rural Health

System

Dave Hickman

Mercy Health Network

Mona Parekh

Mercy Medical Center

Emily Simmons

Adair County Health
System

leader, a community minded individual, and previous policy contributions at the local, state, or national level.

The nomination should be submitted to the Iowa Rural Health Association by September 15. [Click here](#) to download a nomination form. The award criteria and nomination form are also available through the [IRHA website](#).

Health Insurance Marketplace & Iowa Health and Wellness Plan Update

The next open enrollment for the Health Insurance Marketplace begins November 15, 2014. Some individuals may be able to apply during a special enrollment period if they experience certain qualifying life events such as losing employer-sponsored coverage, moving to a new state, or changes in family size. More information on qualifying life events can be found by clicking [here](#).

In preparation for open enrollment, the U.S. Department of Health and Human Services (HHS) released a proposed rule and guidance that will provide a simple way for consumers currently enrolled in the Marketplace to remain in the same plan for 2015 unless they wish to shop for another plan and/or need to make changes to their application.

Under these proposals, consumers will receive notices from the Marketplace informing them how to update their information for the 2015 open enrollment period to get a tailored and updated tax credit that keeps up with any of the consumers' income changes or household size. Consumers will also receive information from their health insurance company about whether their plan is still available, what's changed, and the premium and the amount they are eligible to save. Consumers will receive these notices close to the beginning of the open enrollment period, November 15, 2014. When open enrollment begins, they will be able to take action in the Marketplace should they choose to do so.

For more information on these proposals, click [here](#).

Iowa Health and Wellness Plan Website

A new website for members and the general public specific to the Iowa Health and Wellness Plan has been launched. Visit iahealthlink.gov for the latest member information on the plan and the Healthy Behaviors Program. Designed to match the new branding campaign for the Iowa Health and Wellness Plan, the site can be accessed on its own or through the new Department of Human Services site. On iahealthlink.gov, you'll find:

- Plan and benefit information
- Healthy Behaviors information

- Plan and benefit information
- Healthy Behaviors information
- News and announcements
- Member materials
- Stakeholder and provider toolkits

Iowa Mission of Mercy Holds 7th Event

In 2007 a group of Iowa dentists met with the Iowa Dental Association to explore putting on a free dental clinic called the Mission of Mercy. After months of collaboration and planning, the first Iowa Mission of Mercy was held in Waterloo, Iowa, in the fall of 2008. As the local chair of the event, Dr. Marty Averill recalled, "I was just sure that after all of our work that no one would come." Well, Dr. Averill had nothing to worry about. At that first Iowa MOM, over 1,200 patients came to seek free dental care. And it has continued ever since. Since 2008, the Iowa Mission of Mercy has provided over \$5.5 million in free oral health care to almost 8,500 people. This is a huge accomplishment. The dedication of the dentists, dental hygienists, dental assistants, medical personnel and people from all walks of life give Iowa MOM the momentum to continue year after year. There is no expectation that the need for free oral health care will be going away soon. Patient stories consistently show that many people cannot afford dental care because many don't have insurance and, for those who do, their insurance is little or no help.

On September 26 & 27, 2014, Waterloo will again be hosting the Iowa Mission of Mercy. The Five Sullivan Brothers Convention Center will be transformed into a huge field dental clinic. Over 100 dental chairs will be ready and waiting for the over 1,400 patients that we expect will come to Iowa MOM to receive free oral health care. Volunteers will be bustling around making sure patients get where they need to go for their particular treatment. A child care center will be fully staffed to take care of the little ones while their relatives receive oral health care. Interpreters will be assisting patients from many different backgrounds communicate with dental professionals during treatment. The Salvation Army will be busy preparing meals for volunteers each day and providing hot coffee to patients waiting in line outside the building overnight. And many people who face barriers to receiving oral health care will leave Iowa MOM just a bit healthier.

So we will be there again, bright eyed and ready at 6 a.m. to greet those people who need our help and hope they leave smiling, some for the first time in years! We hope that they will better understand the importance of consistent good oral hygiene and how it affects their overall health. And we hope that we will make some positive influence in their lives.

To learn more about the Iowa Mission of Mercy or to volunteer, go

and how it affects their overall health. And we hope that we will make some positive influence in their lives.

To learn more about the Iowa Mission of Mercy or to volunteer, go to www.iowamom.org.

Transforming Safety and Health in the Heartland
November 19 - 20, 2014
FFA Enrichment Center on the DMACC Campus
Ankeny, Iowa

This conference is a joint effort between the Iowa Rural Health Association and the Midwest Rural Agricultural Safety and Health Conference. Keynote presenters for the conference will include **Charles Fluharty**, President and CEO, RUPRI and **Stephene Moore**, Regional Director, Region VII, U.S. Department of Health and Human Services.

Additional information will be posted on the website and shared through the member list serve as it becomes available. Conference registration will open in early September.

Call for Nominations - IRHA Board Members

This fall, the Iowa Rural Health Association will hold its annual board elections. We are looking for individuals interested in serving as a member of the IRHA Board of Directors. The IRHA board meets approximately 6 times per year. Board members also serve on IRHA committees that meet, oftentimes via conference call, throughout the year. Serving as a member of the board gives you the opportunity help provide direction and leadership for the organization. It is also an excellent opportunity to meet others connected to rural health from across the state and build your professional network.

If you are interested in learning more, please contact either Jon Rosmann, IRHA Board President, at jon.rosmann@iowapdc.org or Melissa Primus at the IRHA office (mprimus@iaruralhealth.org or 515-282-8192).

Elections will take place in November with the new terms beginning in December.



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