



## Swatches

### Connecting Rural Iowa

### September 2018

#### **IRHA President's Message**

Midterm elections. My palms get sweaty and my neck tenses just thinking about November 6th and what's at stake. Nationally, it's hard to remember a midterm election where so many divisive issues are in play - the outcomes of which will set the path for our country, our children and many outside the US. Historically, health care is always towards the top of voters' priorities, and likewise, has enormous challenges to be addressed following the first week of November. Our next US Congress will determine the fate of the ACA and locally, our Governor and state legislature will determine how Medicaid is managed, family planning services are delivered, and the role of PBMs to name a few pressing issues.

At a minimum, vote. Better yet, seek answers to health care challenges affecting you and your community and get involved. Worthy candidates and elected leaders welcome an opportunity to talk about issues critical to the wellbeing of their districts. It's an opportunity to educate a leader, influence policy and build an impactful relationship. Or if it's not the result you were hoping for, you have the information needed to make a firm decision in November. As a state, Iowa has always provided tremendous access to leadership at all levels. Our caucuses provide, perhaps the greatest access to Presidential candidates, Congressional leaders flock to Iowa for campaign events, and elected state leaders are generally quite welcoming. Take advantage of it.

In other news, we are putting together an exceptional annual conference addressing the factors that impact health in rural communities. The Healthy Rural Iowa Summit will be held on November 15 in Grinnell. I hope you will join us as we bring together national health policy experts, statewide partners, and local leaders to explore strategies that promote a healthy state,

All the best,

A handwritten signature in blue ink, appearing to read 'Jon Rosmann'.

Jon-Michael Rosmann

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#### ***It Takes a Village: Healthy Rural Iowa Summit*** **IRHA Annual Conference 2018** **November 15, 2018 - Hotel Grinnell**

A number of social factors influence how a person lives and impact individual wellness. These factors range from housing to environment to employment. Studies show education level can impact a person's health. Access to recreation and wellness facilities and public health resources also influence overall health. All of these external factors that influence health are known as the "social determinants."

These factors have been studied and now influence public policy around the world. At the same

time, there is a disconnect between those who focus on health and those whose job relates to the social determinants. Not every person who works in the area of housing realizes there is a health outcome related to that work. Those who focus on building local food systems may not connect that to disease prevention.

For the past year, the Iowa Rural Health Association has been working collaboratively to facilitate conversations between a variety of partners who work in rural spaces. Not surprisingly, those partners represent organizations and associations that focus on those “social determinants” – a cooperative effort that starts the conversation about the characteristics of a healthy community.

Join us November 15th in Grinnell as we bring together national health policy experts, statewide partners, and local providers to discuss challenges, current efforts, and opportunities for the future as Iowa works to empower its rural communities through initiatives focusing on the elements of a healthy state.

The day will start with a keynote presentation from **Dr. Randy Oostra**, CEO, ProMedica Health System, LISC Board Member, Sioux Center native and Graduate of Northwestern College (Orange City). Attendees will have a variety of breakout sessions to choose from throughout the day. The agenda also allows for time to visit the sponsor displays as well as time for informal networking with other attendees. For complete details and online registration: visit <https://www.iaruralhealth.org/index.php/educational-events-mainmenu-34>. [Click here](#) to view a complete conference agenda with printable registration form.



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### **IRHA Jerry Karbeling Award - Call for Nominations**

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.

Nominations are **due by October 26, 2018**. For more information, visit <https://www.iaruralhealth.org/index.php/jerry-karbeling-award-mainmenu-29>

## Governor Reynolds Creates "Empower Rural Iowa Initiative"



In July, Gov. Kim Reynolds signed Executive Order No. 3, creating the Governor's Empower Rural Iowa Initiative. Lt. Gov. Adam Gregg and Sandy Ehrig of the Iowa Rural Development Council will serve as co-chairs of the initiative.

"I'm a product of rural Iowa, and I'm driven to create opportunity throughout this state," Gov. Reynolds said. "I believe the heart, soul and spirit of Iowa will always remain in our small towns and rural communities. That's why I'm creating the Governor's Empower Rural Iowa Initiative. I want concrete solutions for the unique challenges of rural Iowa in order to maintain its vibrancy and ensure there is opportunity everywhere."

The initiative establishes a partnership with the Iowa Rural Development Council to identify needed legislative, regulatory and policy changes. Recommendations will be provided by an executive committee and three task forces: the Investing in Rural Iowa Task Force; the Growing Rural Iowa Task Force; and the Connecting Rural Iowa Task Force.

The **Investing in Rural Iowa Task Force** will focus its recommendations on improving access to quality housing in rural Iowa. The **Growing Rural Iowa Task Force** will focus on identifying ways to encourage leadership development and strategic development in rural communities. The **Connecting Rural Iowa Task Force** will look into effectively and sustainably financing connectivity.

More information about the initiative is [available here](#).

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## An Opportunity for Health Providers – Rural or Urban

Submitted by Teresa Bomhoff, NAMI Greater Des Moines President



Access to mental health providers in rural areas is a challenging task. An approach to increase knowledge about mental illness and the care needed is to offer education to others in the health care profession. NAMI can assist health providers in their quest for more training – whether it is in a student education setting or to an existing provider staff. There is no fee to NAMI for the training, but there are related costs which could be incurred as a training activity.

A recent development has been to incorporate NAMI Provider training to third year medical students at Des Moines University.

What is NAMI Provider?

- Five-session program (3 hr. per session) for **health care staff** who work directly with individuals and families affected by mental illness.
- Sessions are organized into short lectures, discussion and group exercises.
- The seminar is presented by a trained team:
  - A Person with a mental health condition who is living in recovery
  - A Family member of someone with a mental health condition

- A Mental health professional who has a mental health condition or is a family member
- An alternative to the 5-session seminar is an introductory four-hour seminar.
- Either type of seminar is eligible for continuing education units (CEUs).
- The Provider education course does not recommend or endorse any medications or other medical therapies.

[Click here to continue reading](#)

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## **Iowa Concern Hotline - 800-447-1985**

Submitted by Tammy Jacobs, Human Sciences Hotlines Coordinator, Iowa State University Extension and Outreach

In 1985, the Rural Concern Hotline was established as a resource available to primarily farmers and those in the agricultural area due to the farm crisis. In 1993, our name changed to Iowa Concern to better serve the state as a whole, while also keeping our service to those in agriculture.

The Iowa Concern Hotline is a source of help for Iowans in need and provides resources in four main areas.

**Legal Education** - Easy-to-understand facts and where to go to get help

Legal issues can take their toll on one financially as well as emotionally. With some legal education and assistance matters can be resolved.

**Financial Concerns** - Tips about family finances, unemployment, and more.

Getting control of our finances helps us become more confident and secure to plan our lives the way we would like. Building wealth is about being able to make the best choices for ourselves and our families financially. We have to make choices about what to spend, what to invest, and what to save for rainy days.

**Stress Counseling** - Test your stress and learn about depression, parenting, and wellness.

It is normal to experience change in our lives. Even though we may expect normal change, it can still create stress. Sometimes our expectations about the results of change are unrealistic. Unexpected changes also impact families with tragic loss. Death or disabling injury or illness, divorce, and job loss can turn life upside down. Readjustment can be slow and painful. We need to be sure to care for ourselves and others during these stressful situations.

**Crisis and Disaster Assistance** - Resources related to homeland security, illness, and recovery

Where do you turn when there is a crisis or disaster in your family? Iowa Concern is available to help you through those tough times. You can call and talk with stress counselors, seek out legal education, or we can refer you to appropriate resources that may help you in your particular situation.

**The Iowa Concern Hotline is available 24 hours a day, 7 days a week and 365 days a year. 800-447-1985**

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## **IHA's Third Way: A Path Forward for Managing Medicaid in Iowa**

Submitted by the Iowa Hospital Association

Implementation of commercially-managed Medicaid in Iowa has compounded rather than addressed challenges for the Medicaid program and its providers and beneficiaries. Managed care organizations (MCOs) reported more than \$300 million in losses in the first year, state savings figures are 80 percent lower than projected, and consumer and provider complaints have increased significantly. Managed Care is not working for patients or providers in Iowa.

In response to continued issues and concerns raised by patients and providers, the Iowa Hospital Association is proposing a solution. The Iowa Hospital Association has developed a model, called

an Administrative Services Organization (ASO) model, that would establish a managed delivery system supporting access to coordinated, high-quality health care services for Iowa's Medicaid beneficiaries that advances value-based payment. The ASO model is a "managed fee-for-service" payment model that shores up the financial viability of providers through incentive payments for care coordination and quality improvement. The proposed ASO model provides an alternative path forward that will position Medicaid to more effectively and efficiently meet the needs of Iowa's Medicaid population.

More information on the ASO model, including frequently asked questions and answers, can be found [here](#) on the Iowa Hospital Association website.



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