

Louisiana Rural Health Association

2004 Annual Report

Board of Directors

-John Matessino-
President
225-928-0026

-Wayne Arboneaux -
President-Elect
985-369-3600

- Chris Kohlenberg-
Treasurer
337-893-6232

-Roderick Campbell-
Secretary
337-365-4945

- Evalyn Ormand-
Immediate Past President
318-368-7066

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Byron Briggs
Mark H. Chustz
Jim Dixon
Brad Fife
Arthur Fort III, MD
Sam Fulton
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Brian Jakes
Paul Landry
Suzanne Lavergne
Garrett Lejeune
Michelle Lemming
Susan Moreland
Kristy Nichols
L.J. Pecot
Richard MacMillian
Billy Rucker
Scott Stafford
Vernon Stevens
Christopher Williams

Executive Director
Donna Newchurch
985-369-3813
Fax: 985-369-3630



LRHA Mission Statement:

To serve as a unified voice for the promotion of rural health care through advocacy, education, and leadership.

A Voice for Louisiana...

The Louisiana Rural Health Association recognizes that rural areas are unique and differ from urban areas in their geography, population mix and density, economics, lifestyles, values, and social organization. Rural people and communities require programming and advocacy that responds to their unique characteristics and needs.

Through discussion and exploration, LRHA works to create a clear understanding of rural health care in Louisiana, its needs and effective ways to meet these needs.

Letter from 2004 President of the Board

Serving as the President of the LRHA Board of Directors in 2004 was a very rewarding experience. The LRHA Board is effective, engaged, and committed to representing rural health professionals throughout the state. In 2004, LRHA reached a new level of program capacity and impact for Louisiana's rural health environment.

One of the core missions of LRHA in 2004 continued to be member education opportunities. LRHA - through membership dues, partnerships, and sponsorships - was able to offer responsive, cost-effective, and localized education. In 2004, LRHA offered over sixteen educational programs with over seven hundred attendees. These offerings included but are not limited to the Rural Health Policy: Overview, Implications, and Opportunities Conference; Trauma Protocol Development Forum; The Coming Together: The Power of Rural Conference; a Rural Health Clinic Education Event; regional Billing and Coding seminars, and The Changing Landscape of Rural Health Conference.

It is also important to realize that LRHA can offer such cost effective education due to partnerships with several organizations and agencies. I would like to recognize and thank the Department of Health and Hospitals, Bureau of Primary Care and Rural Health; the Louisiana Hospital Association; the Office of Public Health, Bureau of EMS; The Louisiana Department of Insurance, Senior Health Insurance and Information Program; The Rural Hospital Coalition; The Louisiana HealthCare Review; The Louisiana Retired Teachers Association, and the Area Health Education Centers for their contributions to our education and outreach efforts.

LRHA member services have grown in tandem with the membership. The Board of Directors and Staff of LRHA strive to remain responsive to the membership and two very specific rural initiatives have evolved this year through member input.

The first is a Rural Enrollment Initiative which is specific to the Medicare Modernization Act. This program was developed in conjunction with LRHA member hospitals, individual members, and rural residents; the Rural Enrollment Initiative is an outreach activity which will allow Louisiana's rural seniors to realize and maximize the prescription drug benefit passed in MMA through local, onsite enrollment activities at small rural hospitals through wireless internet connections.

See Letter from the President, page 2

New LRHA Board of Directors 2005

The Louisiana Rural Health Association elected officers at its regular meeting in Lafayette on October 26 in conjunction with the annual conference. John Matessino, President and CEO for the Louisiana Hospital Association, was elected President of the Board. Matessino joined the staff of LHA in 1980 as Director of Planning. Before he became CEO, he was the Vice President of Operations & Education. Matessino also spent several years with the Louisiana Department of Health and Hospitals involved in statewide health planning as the program manager for the certificate of need program.

Wayne Arboneaux was named President Elect. He is the administrator of Assumption Community Hospital in Napoleonville. Chris Kohlenberg will serve as Treasurer. He resides in Abbeville and is a CPA for Langlinois and Broussard. Evalyn Ormand, administrator for Union General Hospital in Farmer-ville, is the immediate past president of LRHA and installed the new officers.

New members of the LRHA board include Jim Dixon, Brad Fife, Mark H. Chustz, Garrett Lejeune, and Brian Jakes. Jim Dixon is the President of ShareCor, the shared services subsidiary of the Louisiana Hospital Association and the Metropolitan Hospital Council of Louisiana. Dixon has served Louisiana hospitals through the LHA since 1985. Brad Fife, the Assistant Vice President of McNeary, has worked closely with many of the rural hospitals during the past seven years. Mark H. Chustz, the administrator of West Feliciana Parish Hospital in St. Francisville, has served in many capacities to better healthcare in Louisiana for the past 30 years. Garrett Lejeune, the Vice President of Claims for HSLI and the Benchmark Agency, Inc., is responsible for the oversight and management of the claims functions for the Louisiana Hospital Association Malpractice and General Liability Trust and the LHA Workers Compensation Interlocal Risk Management Agency. Brian Jakes is the Chief Executive Officer for Southeast Louisiana Area Health Education Center from Natalbany, LA.

Other LRHA Board Members continuing service include: Ron Barrow, Med Data Management; Milton Bourgeois, St. Anne General Hospital; Roderick Campbell, Iberia Comprehensive Community Health Center; Arthur T. Fort III, MD, LSUHSC-S Department of Family Medicine; Sam Fulton, Byrd Regional Medical Center; Nick Gachassin, Jr., Gachassin Law Firm; Michelle Lemmings, BYNET; David McEachern, the HealthCare Group; Susan Moreland, North Louisiana AHEC; Kristy Nichols, DHH BRCRH; L.J. Pecot, Jackson parish Hospital; Billy Rucker, Riverland Medical Center; Scott Stafford, De Soto Parish Hospital and Christopher Williams, the Louisiana Health-care Review.

Board Members with expiring terms included Lori Spreyer and Garland Roberts. Both were recognized for their service and contribution to the Association. Spreyer is District Manager for Louisiana Health Management from Lafayette and Roberts is the Director of Environmental Services at Opelousas General Hospital in Opelousas.



LRHA 2005 Board of Directors

Left to Right—Top Row: Brian Jakes, Jim Dixon, Mark Chustz, Ron Barrow, Susan Moreland, L.J. Pecot, Brad Fife, Michelle Lemming, Kristy Nichols, Sam Fulton, Garrett Lejeune, and Billy Rucker **Left to Right—Bottom Row:** Suzanne Lavergne, Roderick Campbell, Secretary, Wayne Arboneaux, President Elect, John Matessino, President, Donna Newchurch, Executive Director, and Beth Millet. **Not Pictured:** Chris Kohlenberg, Treasurer, Evalyn Ormand, Past President, Milton Bourgeois, Byron Briggs, Arthur Fort III, MD, Nick Gachassin, Jr., Paul Landry, Richard MacMillian, Scott Stafford, Vernon Stevens, and Christopher Williams.

Letter from the President (continue from Page 1)

LRHA's Rural Enrollment Initiative has received much interest from the Centers for Medicare and Medicaid Services and it is our hope that this initiative can serve as a national model for Rural Enrollment in the prescription drug benefit. LRHA has received grant funds from the Access to Benefits Coalition and a funding allocation from CMS through the Louisiana Department of Insurance, Senior Health Insurance and Information Program to implement the initiative.

The second program, titled Planning Equals Access for Louisiana (PEAL), is the result of a federal grant awarded to LRHA by the Federal Office of Rural Health Policy. The grant award, one of only eleven in the entire nation, allowed LRHA and partnering organizations such as the Louisiana HealthCare Review and small rural hospitals and rural health clinics to engage in a strategic planning process specific to increasing adult immunizations and mammograms through identification of existing rural health networks and calling for their participation in quality health improvements. Regional planning meetings were held; these meetings were attended by health care leaders, residents, legislators, and local governmental representatives. The result is an adaptable strategic plan that was developed with local input thereby providing local solutions. The plan was presented to the PEAL Advisory Committee, DHH Officials, and submitted to the Federal Office of Rural Health Policy with a request for funds to implement the plan.

I would like to conclude my comments by saying that LRHA's success is due to its members. I applaud you for your efforts specific to rural health and thank you for your tireless contributions to improving the lifestyles of our rural residents.

*Evalyn Ormand
2004 LRHA Board President*

Pictures Throughout the Year



2004 Program Updates

Constituency Group Development

Through member communication and request, as well as strategic planning with the Board of Directors, LRHA is in the process of formalizing a Rural Health Clinic (RHC) Constituency Group. While LRHA has been offering RHC specific educational events for the last eighteen months and has recently partnered with the Bureau of Primary Care and Rural Health to offer regional educational events for these members, a forum was held October 25, 2004 with several RHC representatives to define and identify a formal structure for the group. This initiative is in the early formative stages. It is anticipated that the RHC Constituency Group will elect a chair and chair elect that will serve as the conveners of the group. LRHA will continue to staff, coordinate, and provide support for the RHC Constituency Group. Beth Millet with the Bureau of Primary Care and Rural Health and Donna Newchurch with LRHA have attended national Rural Health Clinic Education events and shared materials from those conferences with RHCs – both free standing and hospital based – in Louisiana. Additionally, joint communication signed by both Kristy Nichols with the Bureau of Primary Care and Rural Health and Donna Newchurch with LRHA was mailed to each RHC to educate them about the efforts of the RHC Constituency Group Development.

Education – Conferences – Training Curriculum

In 2004, LRHA offered educational opportunities to LRHA members and other rural health professionals throughout the state as well as Mississippi and Alabama. The five statewide events included the Spring Education Event in Bossier City, The Trauma Protocol Development Forum in Marksville, The HRSA Network and Outreach Grant Workshop in Alexandria, The Rural Health Clinic Education Event in Marksville, the Fall Conference in Lafayette, and the Rural Bioterrorism conference in Lafayette. The first annual Southern Regional Rural Health Conference was held in Gulfport, Mississippi in conjunction with the Rural Health Associations of Alabama and Mississippi. Regional workshops were offered in Opelousas, New Iberia, Kinder, and Winnsboro. Over seven hundred rural health professionals attended the conferences with outstanding survey results and requests for more frequent regional trainings made by attendees. Such consistent training is made possible by complimentary partnerships with the Department of Health and Hospitals, Bureau of Primary Care and Rural Health, the Bureau of EMS, the Louisiana Hospital Association, and other strategic partners.

Partnership with the Bureau of EMS

For the last three years, LRHA has worked in conjunction with the Office of Public Health, Bureau of EMS on several initiatives including but not limited to AED Grant Recipient Selection, The Governor's Task Force on Trauma, and bioterrorism planning and education. In April of 2004, LRHA entered into a formal contract with the Bureau of EMS to provide: coordination of efforts to address emergency response issues and coordinate training (when necessary) for FQHCs and RHCs; introduce rural health professionals to the Statewide Stroke Awareness Initiative; coordinate urban and rural training activities specific to EMS; participate in the EMS Task Force, Sub Committee for
See 2004 PROGRAM UPDATES, page 4

2004 Program Updates (continue from page 3)

the Trauma Committee, Stroke Awareness Task Force, and the AED Committee; and conduct rural health specific assessments, activities and determine training needs of rural facilities.

Magnet Mail – Member Communication

As LRHA membership and programming has increased, so has the need to keep our membership informed on the activities, educational events, and conferences offered by LRHA. It has been determined, through research and board input, that e-communication is the most cost-effective way to get information to our members. Magnet Mail has been identified by LRHA Executive Staff as the most responsive method to the needs of LRHA. Magnet Mail is a comprehensive, integrated approach to communication management. It is a web-based program that can create and manage e-communications. Magnet Mail will allow LRHA to create e-newsletters for the membership, create surveys to disseminate to the membership, and collect and evaluate member responses. Additionally, this program has the capability to track all e-communications, determined when and if an attachment was opened and if a communication was forwarded. It will also create statistical reports that will be used to evaluate our e-communication and education efforts.

Planning Equals Access For Louisiana (PEAL)

Through one of only eleven \$100,000 Network Developing Planning Grant funded by the Federal Office of Rural Health Policy, the Louisiana Rural Health Association (LRHA), The Louisiana Health Care Review, Assumption Community Hospital, and Assumption Rural Health Clinic proposed to establish a network dedicated to identifying strategies to increase adult immunizations and adult vaccinations. Network partners worked together and formed the Planning Equals Access for Louisiana (PEAL) Initiative. With active participation in community forums by community members and natural growth, the initial four network partners expanded to include those listed above as well as the Centers for Medicare and Medicaid Services (CMS) and the Louisiana Department of Insurance Senior Health Insurance and Information Program (SHIIP). It was also through this process that Planning Equals Access for Louisiana (PEAL) grew into PROGRESS EQUALS ACCESS FOR LOUISIANA (PEAL). PEAL members successfully developed a responsive strategic plan with the overarching goal of implementing the comprehensive, mobile strategic plan developed by collaborating partners and existing rural health networks and calls for their participation in quality health improvements through transformational changes by providing improved and increased access to their services in thirty identified rural parishes in Louisiana. Funding for Phase II of PEAL has been requested through the Federal Office of Rural Health Policy.

Rural Enrollment Initiative

LRHA and the Louisiana Department of Insurance, Senior Health Insurance Program are the co-lead organizations for the Louisiana Access To Benefits Coalition (LABC). The goal of the LABC is to implement a comprehensive, grass roots plan based on the following three overarching goals:

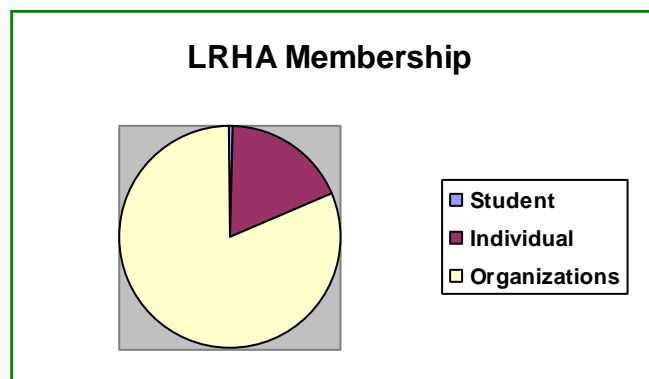
See 2004 PROGRAM UPDATES, page 5

LRHA Membership

LRHA Membership is composed of individuals and organizations interested in making a difference in the quality of the health care delivery system for Louisiana's rural citizens.

Programming is designed to enhance the professional skills of rural health professionals and administrators and to keep them abreast of the latest legislative and health care issues. Association continuing education workshops offer a wide variety of topics including fundraising, recruitment, health care reform, and reimbursement to name just a few.

If you would like more information on joining LRHA, please contact Jeanne Gauthreaux at the LRHA office, (985) 369-3813.



2005 Dates

Rural Health Clinic Educational Event

January 24-24, 2005
Horseshoe Casino and Hotel
Bossier City, LA

LRHA Spring Educational Event

March 8-10, 2005
Horseshoe Casino and Hotel
Bossier City, LA

NRHA Annual Conference

May 17-20, 2005
Sheraton Hotel
New Orleans, LA

Southern Regional Conference

September 7-9, 2005
Alabama

LRHA Fall Conference

October 8-10, 2005
Hilton Hotel
Lafayette, LA

40 Year Doctor Awards

The guiding principle of Louisiana Rural Health Association, to empower rural citizens to address rural health care issues, is the basis for the growth of LRHA.

It is this common goal, to improve the health of Louisiana's rural citizens, that has inspired The Louisiana Rural Health Association to identify and recognize physicians who have dedicated their lives and practice to the care of rural residents.

Thus the Louisiana Rural Health Association would like to take this opportunity to recognize physicians for over forty years of service to the rural communities they serve. Their years of service and dedication to the community are truly appreciated.

Harry H. Winters	Donald K. Haynes
Eddie S. Butler	TM Deas
James Gladney	WP Gladney
Jack Grindle	Frank Cain
William Paris	Vernon Baldwin
Joe Williams	Wilhelmena Wise
Eleanor Mendell Worsley	Jack Huckaby
Warren Founds, Jr.	Joe Jackson, Jr.
Arthur C. Wadlington	W. Calvin Reeves
Robert Borders	Grady Dugas
Samuel Holladay, Jr.	Marvin Soileau
Jack Golson	Basil Trunzler
Herman Gibson	Eugene Vogt
John Piker	Henry Young
James Christopher	Robert Helm
Harry Kellerman	Dr. Storer
Ward Bellard	James B. Falterman

2004 Program Updates (continue from page 5)

- 1.) Formally adopt and implement an outreach plan that will maximize the enrollment of low income beneficiaries in prescription drug savings programs incorporating both outreach
- 2.) Communicate with and encourage local community based organizations to join LABC as well as the national ABC; and
- 3.) Develop plans for leveraging other public and private sector resources to support local outreach and enrollment efforts.

LRHA was awarded one of twenty \$40,000.00 grants to implement the LABC.

LRHA Recognizes Rural Health Leadership

On Monday October 25, the Louisiana Rural Health Association presented awards in recognition of leadership, service, and innovation to individuals who made a significant impact on the Louisiana rural health industry at its annual conference held in Lafayette, LA.

Dr. Alfred Gould, M.D. was awarded the Lifetime Achievement Award in recognition of his service to West Feliciana Parish. Dr. Gould has spent his entire medical practice life in West Feliciana Parish. He has been the Coroner and for many years, he was the only physician in the area. He has birthed babies, made house calls, and otherwise done all those things that rural physicians do out of necessity. This man has touched countless lives in West Feliciana Parish.

The Rural Health Program of the Year was awarded to Allen Parish Hospital Emergency Department. They reopened the Allen Parish Hospital Emergency Department after an eight year closure in order to make emergency care available to residents having to travel 30 minutes for emergency care. The emergency department hit record highs within its first month of opening.

Rural Health Executive of the Year was awarded to Paula Walker, administrator for Franklin Medical Center in Winnboro. Since arriving at Franklin Medical Center, she has initiated various access to care initiatives including medical transportation for clinic patients.

Outstanding Rural Physician of the Year was presented to Ben Leggio, MD, a family practice physician at DeSoto Regional Health System. He is also the Medical Director of the Zwolle Rural Clinic, he is the attending physician at DeSoto Retirement and Rehab Center and Mansfield Nursing Center, and he also works relief shifts in the emergency room in the rural areas of Mansfield and Minden.

Amy Garcia, Acute Care Nurse Practitioner from DeSoto Regional Health System and Zwolle Rural Clinic, and Coleen Unkel, Family Nurse Practitioner from Allen Parish Hospital were awarded the Rural Health Mid Level Practitioner of the Year. Amy Garcia was monumental in DeSoto Regional Health System to open Zwolle Rural Clinic in November 2003. She later helped DRHS convert the clinic to a designated Rural Health Clinic. Colleen Unkel was responsible for getting approval of and setting up the Gastro-Intestinal Endoscopy Lab at Allen Parish Hospital. She also played an integral part in the re-opening of the Emergency Room at Allen Parish Hospital. She dedicated countless hours to this project and sacrificed her own personal time to make sure that it would be a success.

LRHA also presented outstanding legislators of the year to Senator Lydia Jackson and Representative Sydnie Mae Durand. Both have made a significant impact on the quality of life and health in rural Louisiana. Senator Jackson co-authored many bills specific to rural issues and was instrumental in Senate Bill 690. Representative Durand is also responsive to rural health issues and legislation and open to communication from residents of her district as well as state wide member organization representatives.

LRHA Statement of Activity

FY 2003-2004

REVENUES:

Membership Dues	\$40,407.40
Conferences	\$93,043.27
Contracts	\$19,000
Grants	\$33,469.33
Golf Scramble	\$2,035
Investment Income	<u>\$371.79</u>
TOTAL REVENUE	\$188,326.79

EXPENSES:

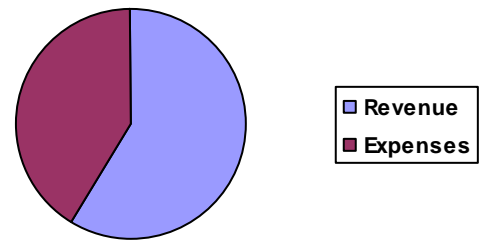
Conferences	\$20,149.51
Newsletter	\$5,724.92
Board of Directors	\$1,655.20
Salaries and Benefits	\$45,686.81
Committee Expense	\$819.09
Sponsorship Expense	\$48.18
National Policy	\$2,547.29
Education	\$7,585.92
Legal and Professional	\$1,665
Peal Initiatives	\$20,911.60
Fund Development	\$448.35
Golf Scramble	\$2,752.43
Member Services	\$7,373.88
Web Page Maintenance	\$257.43
Insurance	\$819
License & Fees	\$2,095
Bank Charges	\$469.11
Equipment	\$3,006.05
Operating Expenses	\$8,373.89
Annual Awards and Recognition	<u>\$606.59</u>
TOTAL EXPENSES	<u>\$132,995.55</u>

Net Income (Loss) **\$55,331.24**

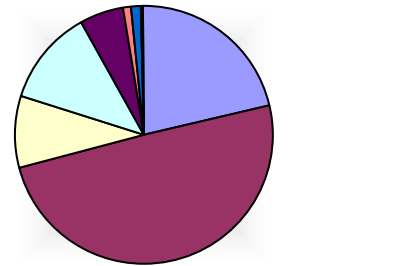
Fund Balance—Beginning of Year \$51,915.33

Fund Balance—End of Year **\$107,246.57**

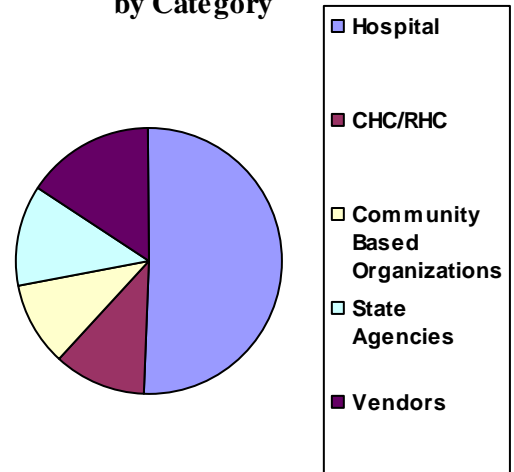
FY 2003-2004



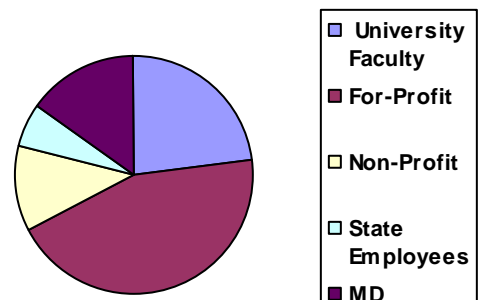
Sources of Revenue



Organizational Membership by Category



Individual Membership by Category



2004 LRHA Events

January

- LRHA Board Meeting

March

- LRHA Spring Educational Event
- LRHA Board Meeting

April

- Rural Health Clinic Rules, Regulations and Resources

May

- 1st Annual Southern Regional Rural Health Conference
- LRHA Board Meeting

June

- Network Development and Rural Health Services Outreach—Grant Application Workshop
- Introduction of PEAL to potential statewide stakeholders

July

- ACLS/PALS Instructor Training at Assumption Community Hospital
- USDA Rural Development
- LRHA Annual Board Advance
- First PEAL planning meeting in Monroe for Northeast parishes, Port Allen for Southeast Parishes, and Alexandria for all PEAL partners

August

- Report on PEAL to the PEAL Advisory Board in Lafayette
- Trauma Protocol Development Forum

September

- Introduction of Progress Equals Access for Louisiana

October

- LRHA Annual Fall Conference
- Heads and Tails of a Successful Medical Office Training

November

- Bioterrorism and Rural Preparedness—Are We Ready?
- Heads and Tails of a Successful Medical Office Training

December

- LRHA New Board Orientation

A Look Ahead to 2005

As you review the LRHA Annual Report, you may recognize that LRHA has experienced much growth in programming and staff since its inception twelve years ago. Yet through the efforts of the LRHA Board of Directors and staff, the guiding principle of LRHA - to empower rural citizens to address rural health care issues - has remained constant. From hardworking dedicated founders to a membership of almost four hundred throughout Louisiana and neighboring states, dedicated staff, and several member initiatives, LRHA is still realizing its potential.

It is important to realize that the strength of LRHA remains in the membership; this is not only recognized but embraced by association leaders as well. Association events are designed to empower members while increasing awareness of and finding solutions to challenges in rural health care. I encourage you to maximize your membership in LRHA by becoming involved in LRHA activities and services. Without you, our members, LRHA loses its relevance and we welcome, value, and need your input. LRHA is your organization. I look forward to your participation in the process of preserving and promoting rural health care in Louisiana.

Donna Newchurch
LRHA Executive Director

LRHA Staff 2005



From left to right—Paula Schouest—Education Coordinator, Adrienne Naquin, Administrative Assistant, Donna Newchurch, Executive Director, Jeanne Gauthreaux, Office Manager, Doug Wilkinson, PEAL Coordinator, and Erin Watson, Member Services Coordinator.

How to Contact LRHA

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Mailing Address:

P.O. Box 387, Napoleonville, LA 70390

LRHA Members Named to Regional Health Consortiums

Answering Governor Blanco's call for citizen involvement in solving the State's health care problems, several LRHA members have been selected by their legislators to donate their time and expertise to the Regional Health Consortiums. The purpose of the health care consortiums is to involve concerned citizens from all walks of life in developing the consensus necessary to make meaningful, long-term changes in the state's health care system. Created last year by the state legislature, each region is tackling health care issues of importance to their parishes. "We are pleased that LRHA has representatives from a wide variety of disciplines working together to solve our need to improve access to health care," stated Donna Newchurch, Executive Director for Louisiana Rural Health Association. She continued by stating that this is a statewide effort aimed at making meaningful changes to improve the quality of life for all of Louisiana. LRHA members selected to serve on the Regional Consortiums are:

Jim Albritton

Wayne Arboneaux

Theodore Badger, Jr

Milton Bourgeois

Mark Chustz

Arthur T. Fort III

Paul Landry

Michelle Lemming

Rhonda Litt

Steve McAdams

James McClung

Susan Moreland

Donna Newchurch

John Ponthie

Joe Rosier

Billy Rucker

Allen Smart

Scott Stafford

Terry Terrebonne

Monica Walker

Paula Walker

Willie White

Patty Williams

Gary M. Wiltz



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