

SPRING 2016



*The recognized advocate for rural health issues in Idaho*

Quarterly Newsletter

The Mission of the Idaho Rural Health Association is to provide leadership on issues related to rural health in Idaho through advocacy, communication, and education.



**MEMBERSHIP BENEFITS:**

- Quarterly newsletter focused on IRHA's interests
- Networking opportunities
- One time introductory subscription to NRHA's magazine Rural Roads
- NRHA's Action Alerts
- NRHA's Media Alerts
- Discounted fees to attend IRHA conferences and other events
- Rural Health Forums
- NRHA membership discount

## Idaho Rural Health Association Update

The Idaho Rural Health Association would like to welcome  
Board Member, Katrina Hoff



**BOARD OF DIRECTORS**

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**Student Board Members**

Catherine Doyle, MD  
Family Medicine Residency of Idaho

Gerald Cortright  
Boise State University

Katrina Hoff joined Jannus, Inc. in September 2015 as the director of the Idaho Area Health Education Center (AHEC) and Covering Idaho Kids, a program devoted to helping eligible families enroll their children in Medicaid or CHIP. Currently, her sole focus is on AHEC, allowing her to fully embrace her passion for working to enhance Idaho's health professions workforce and improving access to care for all Idahoans. Idaho AHEC's mission is to connect students to careers, professionals to communities, and communities to better health. Prior to joining Jannus, Katrina served as the Outreach and Education Director for Idaho Primary Care Association (IPCA), coordinating the efforts of 55 certified state insurance marketplace enrollment counselors located at Federally Qualified Health Centers throughout the state during the startup year of Idaho's health insurance marketplace, Your Health Idaho. While at IPCA, she also served as Director of Workforce Development for nine years, a role that focused on providing health profession recruitment and retention technical assistance to Idaho's Federally Qualified Health Centers. Katrina also served as Director of the Idaho SEARCH program from 2004 - 2012, coordinating statewide rotation placements for health professions students seeking rural rotation opportunities in partnerships with academic institutions, health care providers, and students. She served as a National Health Service Corps Ambassador from 2006 - 2013. Katrina currently serves on the State of Idaho Small Employer Reinsurance Program and Individual High Risk Pool Board of Directors, as well as grant review boards for Idaho's Rural Physician Incentive Program, Rural Health Care Access Program, and State Loan Repayment Program. She was invited to participate in the Idaho State Health Innovation Plan Community Health Worker and Family Caregiver workshops, served on Governor Otter's Healthcare Workforce Planning Committee, and are a member of the Idaho Oral Health Network. Katrina spends her free time co-parenting her grandchildren ages 3, 2, and 7 months.

**Our Vision is to be the recognized advocate for rural health**

The Idaho Rural Health Association would like to welcome Board Member, Neil Pilland, PhD



**Neill F. Pilland, Dr. P.H.** is Research Professor and Director at the Idaho State University Institute of Rural Health. Prior to coming to ISU in 2002 he was Director of the Medical Group Management Association (MGMA) Center for Research for six years and Director of New Mexico's Lovelace Institute for Health and Population Research for thirteen years. A Health Economist and Health Services Researcher, he received his Doctorate in Health Services Administration from UCLA and also holds Masters Degrees in Public Health and in Economics from UCLA and UC Davis respectively. He has been Principal Investigator for more than thirty-five major research and demonstration projects including evaluation of the quality of care in Arizona's Medicaid managed care experiment (AHCCCS); the \$4.3 million New Mexico project for the Community Intervention Trial for Smoking Cessation (COMMIT) and; a national study of Physician Profiling funded by the Robert Wood Johnson Foundation. He conducted a large HRSA/ASPR funded program to prepare Idaho's health care workforce for bioterrorism and disaster events through the application of innovative distance learning delivery systems. He has authored or coauthored more than one hundred articles, four books and numerous book chapters on health care delivery, health promotion and health care financing. He is currently directing economic analysis to evaluate the cost-effectiveness of a HRSA funded psychiatric telemedicine delivery system demonstration. He is also Principal Investigator for an evaluation study of patterns of care for hypertension and diabetes in Idaho. He directed two recent feasibility studies for the Shoshone and Bannock Tribes of Idaho: one for a comprehensive health promotion center and another for an integrated long-term care program. He has served on the Board of Directors of the Shoshone and Bannock Tribes Wellness Center since 2009. He is a founding member (2005) of the Northwest Regional Telehealth Resource Center and continues to serve on that Board of Directors. He also served six years as a Trustee and an additional two as an Advisor for the Veterans Medical Research Foundation (VMRF) at the San Diego Veterans Administration Medical Center.

**Rural Issue #43**  
Using a John Deer  
to learn how to  
drive.



## IRHA-CCOAT Idaho City Outreach Press Release

The IRHA-Collegiate Community Outreach Assessment Team (CCOAT) partners with universities federal and state resources to provide a number of services to the community we serve. We also seek to promote the conversation surrounding the disparity of mental and social health support services in rural communities. We hope to promote a community to thrive by connecting community members with requested resources of their choosing.

The IRHA-CCOAT is partnering with Boise State University for our outreach activity in Idaho City. The IRHA-CCOAT-BSU model is a scalable, student-led association, which draws upon the entirety of the pre-healthcare professions. IRHA-CCOAT-BSU will impact the future of healthcare by serving as a student resource in professional preparation and development of community outreach skill-sets through public service, public speaking and presentation opportunities. Our members will gain an understanding of appropriate and effective outreach support in their communities; ultimately developing future rural health care advocates.

If you have any questions or comments please contact:

**Gerald Cortright - Phone: (208) 720-2736 or Email: [irhacollegiate@gmail.com](mailto:irhacollegiate@gmail.com)**

### Greetings,

**Idaho State University is recruiting instructors to teach the CHW program to support the Statewide Healthcare Innovation Plan (SHIP). Pairs of instructors will teach each course: one with clinical and/or public health experience and one with CHW experience.**

**The CHW instructor application is now available and applications are due July 1, 2016. Please see: <http://www2.isu.edu/idiem/chw.shtml> and scroll to the bottom of the page for a link to the application.**

**Please share this information with stakeholders, as appropriate.**

**Thank you,  
Mary Sheridan  
Bureau of Rural Health & Primary Care**

Dear IRHA Board,

I would like to introduce a few new student leaders who have been assisting in completing the necessary tasks in developing the collegiate resources necessary for recruitment, partnerships and outreach forms for the IRHA. If any of the board members could assist in making the introductions or would care to mentor one of our students in their projects please contact the student or myself directly. Additionally, I would also like to use this opportunity to reach out to partnering interests at ISU - we would love to assist in laying the groundwork necessary in establishing an IRHA presence on the ISU campus.

*My name is Wes Rowlette,*

*I currently live in Meridian with my wife and three children and am enjoying earning my bachelor's degree at BSU. I will be applying for Physician Assistant School next summer, and am excited to start helping people with their health, one person at a time. I also possess a strong desire to find ways to facilitate health awareness on a larger scale than one on one in a clinic. IRHA has introduced me to a way that I can make a more broad impact, while still pursuing my intended degree. Through the recruitment tools I am helping to create for IRHA, I am confident we will be able to gather the manpower we will need to facilitate lasting change and discernable improvements for our neighbors in the rural communities of Idaho.*

Wes has made a great start on the recruitment slides attached below. He would like to continue to develop these slides for recruitment and hopes to partner with ISU leadership and students in an effort to foster a new student chapter on the ISU campus. Please feel free to contact Wes or myself at [IRHABSU@gmail.com](mailto:IRHABSU@gmail.com) with any collaboration direction that may be appropriate in the establishment of another chapter.

*Hello IRHA Board, I'd like to introduce myself. My name is Matthew Barvo,*

*I'm 28 years old, and live in Meridian with my wife and 15-month-old daughter. I am majoring in Psychology at Boise State University and have a concentration in premedical coursework, with a goal of applying to medical school next year. I have a desire to help the medically underserved, and that is why I'm so passionate about helping the people in rural Idaho. My goal is to expand the multimedia and social-media aspects of the IRHA's Collegiate collaborative to give current and future student volunteers an online resource to turn to and learn more about the details of the association and our upcoming outreach events. I also plan apply my understanding of psychological concepts to enhance the logistics, structure, and professionalism of the collegiate chapter's outreach events. I'm here to help the IRHA board in any way I can.*

Matt has created the evolving website and is shaping what will become the outreach programs pilot questionnaire. The website link is directly below and the questionnaire is attached. Matt would like to continue to develop the questionnaire that will target effective secondary provider needs and inform tele-health policy. Please contact Matt or myself at [IRHABSU@gmail.com](mailto:IRHABSU@gmail.com) for a suitable point of contact for feedback on how we can make the questionnaire simple yet effective for the IRHA's needs. Matt will also be providing his social marketing knowledge to assist with Facebook and other social outlets for the IRHA and the IRHA-BSU. <http://mzifish.wix.com/irhacollegiate>

*My name is Samantha Kirknedall,*

*I am currently a Biology Graduate Student at BSU and teach Human Anatomy and Physiology Laboratories. As a graduate student, I study the vertical transmission of the West Nile Virus and I am set to graduate in December 2016. This summer I plan on applying to Physician Assistant school at ISU and plan on living locally.. I was originally drawn to health care after attending a conference and where I listened to a physician speak about his involvement with One Health. His refreshing take on the healthcare system, practice and education was inspiring and the notion that one person could essentially improve someone's quality of life was slightly more exciting than the molecular research I was doing. I have been working with Gerald of the course of this last year and have been aiding in the recruitment of new members and organization of outreach projects. I am looking forward to getting the organization up and operating and am proud to be involved. Thank you all for opening up this opportunity for me and for my peers, I am excited for the future.*

Samantha has been very critical the IRHA's success. She is an effective student recruiter and continues to reach out through the Biology department to locate dedicated students interested in serving their community in a leadership capacity. Samantha may be contacted at [IRHABSU@gmail.com](mailto:IRHABSU@gmail.com) or her personal email is [samkirkendall@u.boisestate.edu](mailto:samkirkendall@u.boisestate.edu).

We will continue to develop partnerships in Idaho City for our outreach now being slated for July-August. Additional potential partnerships are Ada County Paramedics, Injury Care Paramedics, Allies Linked for the Prevention of HIV and AIDS (A.L.P.H.A.), Idaho City Senior Center, Idaho City Library, Idaho City Emergency Services, Idaho City Hotel, Mores Creek Family Medicine and others.

Thank you for all your support and please feel free to reach out to me at any time with any questions or comments.

All the best,

Gerald Cortright

208-720-2736

## Join Us Today!

By joining IRHA you become part of nearly 100 professional and organizational members statewide who are working to improve the health and quality of life of rural Idahoans.

Members have come to rely on IRHA to be the voice for rural communities through advocacy, information exchange and collaboration.

IRHA has moved to a new web-based management system. Now you can join conveniently online.

Go to [www.idahorha.org](http://www.idahorha.org) to register or renew your membership.

### Annual Dues:

Individual \$25

Organization \$100  
(Up to 5 members)

Student \$15

## LET US KNOW!

Why is rural health important to you?

What is your passion in rural health?

We include your response in the next newsletter.

Send to Shannon at [idahorha@gmail.com](mailto:idahorha@gmail.com)





# Grow Your Own Workforce!



- ◆ At least 10 students must participate
- ◆ Must provide at least 6 hours of experiences for the students
- ◆ Permission slips for participation and photos
- ◆ Collection of student pre and post surveys
- ◆ Presentations by at least two primary care providers
- ◆ At least one presentation by a Public Health representative.
- ◆ At least one hands-on activity
- ◆ Tour of a hospital, clinic, or other medical facility
- ◆ Reporting to Idaho AHEC

**Start planning  
your program  
today!**

# OHC



## **ORIENTATION TO HEALTH CAREERS**

provides middle-school and high-school students with a chance to learn more about a variety of health careers in their own communities.

Participants gain awareness about health career options, which we hope increases their desire and motivation to enter primary care or public health occupations.

Critical Access Hospitals, Community Health Centers, Rural Health Clinics, HOSA chapters and other organizations are eligible to apply. OHC is free for student participants and a base stipend of \$1,300 is available to the community host to offset expenses.

Past host communities include Bingham Memorial Hospital, Malad HOSA, Weiser Memorial Hospital, Hacker Middle School, Farmway Village, Snake River HOSA, Clearwater Valley Hospital, and Adams County Health Center.

Orientation to Health Careers is facilitated by Idaho AHEC and funded by the Bureau of Rural Health and Primary Care.

**To get started, contact Katrina Hoff, Idaho AHEC Director at [khoff@jannus.org](mailto:khoff@jannus.org) or 208.336.5533 ext. 233**