

Maryland Rural Health
Association (MRHA)
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MRHA 2010 Annual Review

December 2010

A Productive Year Leads to Exciting Changes for Organization

The past year has seen significant growth in our organization's commitment to improving the health of rural Marylanders through action and advocacy as evident by the activities presented in this Review. During this time of severe state-wide budget reductions, many programs that have proven successful in reducing rural health disparities are particularly at risk, making MRHA vital.

In order to improve MRHA's future viability, visibility, and effectiveness the organization hired Michelle Clark to assume the position of Executive Director of the MRHA at the beginning of 2010. Michelle previously spent two years as Director of the State Office of Rural Health and has brought the knowledge and experience she gained in that position to MRHA. With Michelle on board, along with a dedicated group of Directors and active membership, the MRHA hopes to continue to serve the essential role of advocacy, education, and support for rural health issues in the year to come.

Rodney Glotfelty, President MRHA

MRHA Takes Lead on Maryland Rural Health Conference

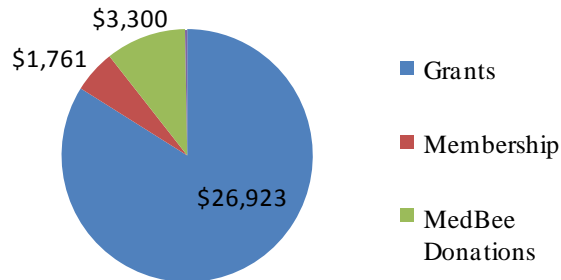
The Maryland Rural Health Association in partnership with the Rural Maryland Council (RMC) and State Office of Rural Health (SORH) hosted the 2010 Rural Health Conference, Oct. 21st-22nd, at Rocky Gap near Cumberland, MD titled: *Rural Matters! Emerging Health Challenges and Opportunities*.

Over eighty rural health stakeholders came together to learn and discuss rural health challenges and innovative solutions for rural Maryland. Presentations from various programs and individuals improving rural Maryland health can be found at http://mdruralhealth.org/rural_health_conference_2010.html

We are so grateful to the following sponsors of the event: **Silver:** Maryland's American Association of Retired Persons (AARP); **Bronze:** Maryland Agricultural and Resource-Based Industry Development Corporation (MARBIDCO); Carefirst BlueCross BlueShield; Calvert Healthcare Solutions; Community Health Integrated Partnership; Maryland Hospital Association; Horowitz Center for Health Literacy; Maryland Asthma Control Program; and Western Maryland Area Health Education Center.

Growing Fiscally Stronger—Report on Finances for FY10 (Ending June 30, 2010)

Revenue for FY10

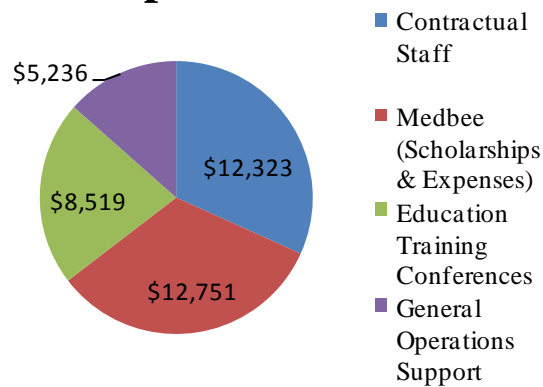


Finances were secure for the FY ending June 30, 2010. Operating assets were at a total of \$77,169.01. For FY11 (July 1, 2010—June 30, 2011) grant funds are anticipated to increase to approximately \$40,000 and membership revenue to approximately \$6,000. This influx of membership and grant funding is strong and a result of having staff on board. The increased revenue will allow MRHA to expand events such as MedBee and the Rural Health Conference and take on new events in the coming year such as Educational webinars and roundtables planned with partners.

Account Balances (FY10)

Checking	\$32, 839.51
<i>Certificate of Deposits</i>	
Reserve Funds	\$44,329.50
Restricted (MedBee Scholarship Fund)	\$21,317.96

Expenses for FY10



Board Member Mikal McCartney awards Dr. Marc DiNola the 2010 Rural Health Practitioner Award

Recognizing Rural Leaders—MRHA Presents 2010 Rural Health Awards

MRHA celebrated its fifteenth anniversary at a Celebration Dinner on October 21, 2010, during our annual conference. The following awards were presented for outstanding contributions to improving the health of Maryland:

- Outstanding Rural Health Program - Worcester County Health Department Environmental Health Program
- Outstanding Rural Health Achievement Award - G. Charlene Marcum and Frank Caramanica (Eastern Shore MedBee Committee Members)
- Outstanding Rural Health Practitioner Award - Marc DiNola, DDS (Cumberland, MD)
- Outstanding Rural Health Legislator Award - Senator Paul Pinsky and Members of the Senate that Sponsored 2009 SB 602 (Dental Hygienists – Expanded Functions)

Educating and Advocating for Telemedicine in Rural Maryland

Maryland Rural Health Association partnered with the Upper Shore Regional Council and Rural Maryland Council to complete an inventory of telemedicine projects in Maryland. The catalyst for this inventory was several years work by key rural partners identifying telemedicine as important to rural Maryland and a dire need to advance its practice. The goal of the survey was to compile an accurate inventory of projects already underway around Maryland so that both those providing and receiving services can better coordinate their efforts, build a foundation for compatible infrastructure, address key issues, reduce redundancy, and share findings. The results of the survey hope to provide the necessary understanding to advance reimbursement for the provision of services, support credentialing and licensing, and eventually increase access to quality and cost-effective care in rural communities. MRHA helped to sponsor a Telemedicine Roundtable on December 6, 2010, where key stakeholders presented the findings and recommendations of the inventory and discussed next steps. These are all available (including results from the Roundtable) on the internet at: <http://www.rural.state.md.us/Roundtables/>

“Telemedicine is just the right thing to do to increase access to care in Rural Maryland.”

“Reimbursement, reimbursement, reimbursement...this is all we need.”

Quotes from priorities for Rural Maryland from respondents of the Telehealth Inventory 2010

Building The Rural Workforce of Tomorrow - MedBee

MRHA once again sponsored the 2nd Annual Eastern Shore MedBee at Colonel Richardson High School Auditorium in Federalsburg, on April 17, 2010. 28 Middle School students from Caroline, Dorchester, Talbot and Wicomico Counties and the Chesapeake Christian School competed. The five top winners of the MedBee won a combined total of \$10,000. MRHA holds these winnings in in trust for college tuition.

The MedBee is a spelling bee using words indigenous to the various medical fields. The annual event serves as a way of creating interest among the area's young people in pursuing medical careers, as well as one small solution to the shortage of medical professionals in our rural areas. MRHA is already planning expanding the concept to Western Maryland in 2011 as well continuing the successful event on the Eastern Shore. The event featured Senator Richard A. Colburn's presentation of the Senator Richard A. Colburn Senior Scholarship in the amount of \$1,000 per semester to winner Sawyer Spurry. Funds from the Maryland Agricultural and Educational Rural Development Assistance Fund (MAERDAF), Shore Health System, Choptank Community Health Systems, and Veterans of Foreign Wars Federalsburg Post #5246 helped support this year's event.



Senator Colburn and Board Member/MedBee Chair Tim Quinn with 2010 MedBee Winners

2010 –2011

Organizational Members

Allegany County Health Department
Allegany Health Right
Atlantic General Hospital
Calvert Memorial Hospital
Caroline County Health Department
Cecil County Health Department
Center for Children Inc.
Charles County Health Department
Chester River Health System
Choptank Community Health Center
Dorchester County Health Department
Eastern Shore Area Health Education Center
Frederick County Memorial Hospital, Inc.
Garrett County Health Department
Garrett County Memorial Hospital
Harford County Health Department
Kent County Health Department
Maryland Association of Retired Persons (AARP)
Maryland Association of County Health Officers (MACHO)
Maryland Hospital Association (MHA)
Mid-Atlantic Association of Community Health Centers
Mount Laurel Medical Center
NORC Walsh Center for Rural Health Analysis
Peninsula Regional Medical Center
Rural Maryland Council
State Office of Rural Health
Talbot County Health Department
Three Lower Counties Community Services Inc.
Tri County of Southern Maryland
University of Maryland School of Medicine
Washington County Health Department
Western Maryland Area Health Education Center
Wicomico County Health Department
Worcester County Health Department

MRHA Staff

Michelle Clark, MSW, MPH
Executive Director

Maryland Rural Health Association—Promoting a Healthier Rural Maryland

The Maryland Rural Health Association (MRHA) was formed in January 1995 as a result of Maryland's first annual Rural Health Conference hosted by the Maryland State Office of Rural Health (SORH). The nucleus for the formation of the MRHA was a committee of rural health representatives interested in furthering rural health activities in the state and a core group of Conference attendees. The MRHA has been meeting ever since, serving as a primary advocate for quality rural health care in Maryland. Membership is comprised of health departments, hospitals, community health centers, health professionals, and community members in rural Maryland. MRHA's mission is to educate and advocate for the optimal health of rural communities and their residents.



Support Rural Maryland and Become a Member

A stronger MRHA with a larger and active membership is the best way to ensure quality health care for rural Maryland. The Maryland Rural Health Association is committed to growing its membership in the coming year and building on the over 30 organizational and 20 individual members. Eighteen counties in Maryland are designated rural by either the State or Federal government. Advocacy by the Maryland Rural Health Association not only benefits service providers and residents in those jurisdictions, but also benefits underserved populations throughout the state. Strength is often measured in numbers and we need to add your voices and energy to our efforts. Please consider the variety of membership options available by visiting our website and joining today.

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