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# Missouri Rural Health E-News



## MRHA Board:

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Kathy Howard  
Region 1  
Penny Dunning  
Region 1  
Michael Cantrell  
Region 2  
Jack Stiefvater  
Region 2  
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Myrna Bruning  
Region 3  
Dianna Sigert  
Region 3  
Mary Peterson  
Region 4  
Cynthia Hayes  
Member-at-large  
Belinda Heimericks  
Member-at-large

**MRHA is a Member  
of the NRHA.**



## President's Message

### Seasons Greeting from the Missouri Rural Health Association!

Our annual meeting was held in Jefferson City on December 6, 2007. At this meeting, the 2008 MRHA our budget and strategic plan were approved, and nominations and elections were held for the open board positions. Congratulations to Belinda Heimericks, Cynthia Hayes, Lane Jacobs, Stephanie Taylor, Penny Dunning, Jack Stiefvater, and Dianna Sigert for being elected/re-elected to serve on the MRHA board. MRHA currently has 160 members.

As I announced to you in our first newsletter, MRHA was in the process of hiring an Executive Director. The board has now signed a two year contract with Community Asset Builders in Jefferson City to assume association management services. This is a very exciting venture for MRHA and the transitioning process will soon begin. In 2008, we will continue to improve and build on our website and newsletter to make sure these are useful tools for all of you. Retaining and maintaining a full and committed board, increasing membership (currently 160), and focusing on advocacy and networking on rural health issues are also important goals.

Vicki Plumlee, MRHA President

### MFH Debuts New Funding Area Focusing on Women's Health

The statistics aren't favorable. 16.5 percent of Missouri women are uninsured. 13 percent live in poverty. 1 in 7 Missouri women have been sexually abused. Missouri ranks among the top 10 states with the highest instances of women killed by men. MFH's new Priority Area Grant addresses women's health and in 2008 focuses specifically on violence against women. While the state has taken steps toward providing some services for abused women, barriers still exist that prohibit women from receiving the care they need. Less than half of all Missouri counties offer domestic or sexual violence programs.

In 2008, MFH will address these issues by seeking applications to fund programs that increase awareness and work towards prevention of domestic and sexual violence against women. MFH also seeks to fund projects that increase access to these services so that abused women can receive care. For more information on the MFH Women's Health PAG, which is open **January 3 - February 14, 2008**, please visit the [www.mffh.org](http://www.mffh.org).

## Heartfelt Thanks

by Lisa DeSha

I would like to take this opportunity to thank MRHA for allowing me to work with the association these past five years. It has been a great opportunity and I have made many amazing friends and acquaintances along the way. In addition, I have learned of the important issues surrounding rural health and the tremendous needs so many face. It is my wish that the organization continue to grow and become a powerhouse for the underserved populations. As you will read on the back cover, Community Asset Builders has contracted with MRHA to provide management services, and they will be a great addition to the organization.

As in many health organizational circles, I am certain our paths will cross many times. Again, thank you and I wish you the very best in all future endeavors.

## MO HealthNet Division

The purpose of MO HealthNet Division is to provide and monitor health care services for low income and vulnerable citizens of the State of Missouri. The agency assures quality health care through development of service delivery systems, standards setting and enforcement, and education of providers and participants. They are fiscally accountable for maximum and appropriate utilization of resources. Missouri's low income and vulnerable citizens now have access to excellent health care in order to maximize their quality of life and independence. MO HealthNet is committed to purchasing services that are cost effective and appropriate and value and respect all partners in health care delivery. MO HealthNet now has a website, <http://manuals.momed.com/>, where providers may obtain manuals for their select practice. In addition, the site contains instructions, billing layouts and a claims schedule. For more information, please visit [www.dss.mo.gov](http://www.dss.mo.gov).

## Missouri Rx Plan (MoRx)

<http://morx.mo.gov/index.htm>

MoRx is Missouri's new State Pharmacy Assistance Program replacing the Missouri Senior Rx Program. MoRx was created by the 93rd General Assembly to coordinate benefits with Medicare's (Part D) Prescription Drug Program, and to provide additional assistance for prescription drug costs to Missourians in need. Benefits are:

- MoRx pays for 50% of members' out of pocket costs remaining after their Medicare Prescription Drug Plan pays. It pays for 50% of the deductible, 50% of the co-pays before the coverage gap, 50% of the coverage gap, and 50% of co-pays in the catastrophic coverage. MoRx does not pay for the Medicare Part D Plan's monthly premium.
- MoRx uses the formulary of the Medicare Prescription Drug Plans. Any drug covered by a member's Medicare Drug Plan will also be covered by the MoRx plan.
- MoRx works with all Medicare Prescription Drug Plans. Dual eligible members will continue to have coverage for Medicare-excluded drugs through MO HealthNet.

## MPPS Continues Working with Other Residency Programs

In order to expand the pool of potential physician candidates, MU's placement service works with other residency programs in Missouri and surrounding states. Kathy Brown is a physician placement coordinator at UMC and her primary goal is placement in rural areas. She has done presentations for the Cox and Truman family medicine residents and is working to return to those places in the near future. MPPS has worked with residents from UMKC, Research, KCUMB, KU and SIU-Quincy. Kathy is always looking to expand and strengthen her contacts with other programs, so if you have connections to any residency program that you'd like to share, contact Kathy at [brownmak@health.missouri.edu](mailto:brownmak@health.missouri.edu).

## Upcoming Conferences, Events & News

### MU ANNUAL FACULTY DEVELOPMENT SYMPOSIUM DINNER

MRHA members are cordially invited to the Annual Faculty Development Symposium Dinner on Saturday, April 19th, 2008 at the historic Tiger Hotel on eighth street in Columbia, Missouri. The event is sponsored by MU School of Medicine and coordinated by MU Area Health Education Center (MU AHEC). The reception begins at 5:15 pm, a buffet dinner and keynote address will follow with a student tribute to our MU community-based faculty before adjourning at 8:45 pm. Our keynote speaker will be George N. Miller, Jr., NRHA (National Rural Health Association) President and Regional President/CEO of Community Mercy Health Partners in Springfield, Ohio. His keynote topic will be trends in healthcare, namely the aging population and how this trend affects rural medicine. Tickets are \$35 per person and payable to **University of Missouri - Columbia**. To reserve your spot, mail your check to Sheila Marushak with MU AHEC by April 5th, 2008. Mailing address: MU AHEC 345.00 , 2401 Lemone Industrial Blvd, Columbia, Missouri 65212. Lodging suggestions are available upon request.

### NRHA Rural Health Policy Institute

**Hear first-hand about new federal policies and directly impact your rural community!** The NRHA Policy Institute provides you an opportunity to **directly participate in the American policy-making process with access to members of Congress, key public health officials, and nationally known health care experts. Not only will you be in the know with what will happen to rural health care in 2008... you will have helped shape it yourself!** *For more information, log onto: <http://www.nrharural.org/conferences/sub/PI.html>.*

Every newsletter we will feature one board member. This issue features:

#### **Wilbert Meyer, MA, FACHE**

Wilbert Meyer's expertise includes being a rural hospital CEO, working with multiple governing boards, organizational and leadership development, financial management, human resource management, continuous quality improvement, community health and consortium building. Meyer is a Fellow in the American College of Health Care Executives, licensed nursing home administrator and has served on numerous Boards and Committees in the American and Missouri Hospital Associations. He has been and is principal investigator, administrator, manager and consultant on numerous federal, state and private grants/projects. Meyer is Associate Director of the Health Management Group and Clinical Instructor for the University of Missouri Department of Health Management and Informatics.

Mr. Meyer serves as a board member and secretary of the Missouri Rural Health Association, and has been actively involved in the association for many years.

## MRHA Selects Community Asset Builders as Contractor/Executive Director

Suzanne Alewine and Doris Boeckman, principal partners of Community Asset Builders, LLC (CAB), were selected to serve as the new contracted executive directors for their qualifications and expertise. CAB has been in the association management field for nearly seven years, with the principal partners having a diverse set of skills and wide range of expertise. Services will officially begin January 2, 2008, and include board, financial, meeting and training management services among a host of other services. Combined, Suzanne and Doris have over 35 years of experience. Community Asset Builders, LLC has six full-time professional staff and two part-time administrative support personnel. Since some of you may not have an opportunity to meet CAB staff first hand in the immediate future, a staff photo (Vicki Ford is absent from the photo) and a brief summary of each individual who will be providing support to MRHA at some level is included.



**Suzanne Alewine** - Prior to forming Community Asset Builders, Suzanne Alewine was the Director of the Community Health Assistance Resource Team (CHART) for the Missouri Department of Health and Senior Services. She was responsible for providing leadership, consultation and technical assistance to Missouri communities in all aspects of health and quality of life improvement, and for developing strategic alliances to address key state level issues. Suzanne completed an undergraduate degree in Business Administration and a Masters in Public Administration at the UMC. Suzanne is the lead for the MRHA account and will be providing support and consultation to the Board of Directors.

**Doris Boeckman** - Prior to founding Community Asset Builders, Doris served as Community Interventions Consultant for the Missouri Department of Health and Senior Services CHART team. Prior to CHART, she was director of community health for the Missouri Hospital Association where she was responsible for engaging hospital leadership in shifting from traditionally defined health care to focus on community and population health, providing technical assistance to more than 150 member hospitals. She had previously been employed as Grant Administrator of a statewide initiative for the Missouri Family Health Council. Doris received a degree in Business Administration from Lincoln University. Doris will stay apprised of all MRHA activities and will step in when there is a need for her expertise.

**Jane Albert** – Jane joined CAB on January 3, 2007 as Administrative Assistant and works closely with Doris and Suzanne. She helps with supportive duties related to tracking memberships, working on member directories, managing calendars, assimilating board packets, helping with conferences, training and other events as needed.

**Pam Buschjost** – Pam came on board November 1, 2006 as CAB's Finance Director. As such, she handles financial recordkeeping for several client accounts and will be responsible for MRHA's financial records. Pam's background is in bookkeeping. She has more than 20 years of experience in bookkeeping, working at Jefferson Bank and for Schrimpf Management.

**Vicki Ford** – Vicki started employment with CAB on September 10, 2007 and provides administrative and association management support. She is the primary point person for one of CAB's largest clients and is responsible for everything from managing their email account, member services, and phone, to their detailed member records.

**Patty Gaffke** – Patty started employment June 1, 2006 and received her BA in Graphics Design from Avila in Kansas City. She does all of the graphics design work for CAB clients, including newsletters, business cards, conference programs, promotional materials, annual reports, etc. She has a wealth of creative talent and skill. Before coming to CAB, she was employed by Jeff City Printing. Her hobby is photography, so you may see her out and about at various MRHA functions.

**Christina Stafford** – Christina has been with CAB since February 2005. She is a telecommute employee and resides in St. Peters. She works with all CAB clients on a variety of things, with an emphasis on web development, community assessment, strategic planning and resource development.