

Beth O'Connor, M. Ed. Executive Director Virginia Rural Health Association



The Virginia Rural Health Plan What is it?

- → 3-5 year strategic plan
- Strengthen infrastructure
- Improvements in rural health
 - NOT just delivery of services
 - NOT a static document

Why a rural health plan?

- Requirement
- Support Critical Access Hospitals and their communities
- Support delivery of rural health care
- Must build on past efforts

3



How was the Plan created?

- Over 50 partners around Virginia
 - Led by OMHPHP, VRHA & VRHRC
- ▶ Kick-off meeting July 2007
- Divided into four Focus Areas:
 - Access
 - Workforce
 - Quality
 - Data/Rural Definitions

Created Workgroups

5

Plan Creation - 2008

- Workgroups examined issues, developed recommendations
- > 2008 Rural Health Summit
 - Finalized first year of work
 - Prioritized recommendations
 - Prioritized next steps
- www.va-srhp.org launched



The recommendations are...

- ▶ 48 separate recommendations
 - Implement an effective communications plan among all Plan partners
 - Assess the current status of mid-level practitioners in Virginia
 - Create a rural health data website
 - Host a statewide Rural Health Quality Summit
 - Explore health care workforce training models and alternatives for rural areas
 - Update the 2004 Rural Obstetrical Care report

7

Progress to date

- Formalized Rural Health Plan Councils (Access, Workforce, Quality, Data/Rural Definitions)
 - Initiated rural-specific research on behavioral health integration, oral health, telehealth, ob/gyn and more
 - Groundwork for the Rural Health Data Portal
 - Created rural workforce survey

8

More progress to date

- > 2009 Rural Health Summit
 - Rural EMS Roundtable
 - Critical Access Hospital EMS assessment
 - Rural hospital partnerships with Rural Health Clinics
 - Primary Care & Behavioral Health Integration



Plans for 2010

- > 2010 Rural Health Summit
 - Rural Workforce Summit
 - Telehealth Summit
- USDA Rural Community Development Initiative??
 - HIT Readiness
 - Recruitment & Retention Assessments
 - Distinct Part Unit Training

More Plans for 2010

- ▶ Build support and 'adoption'
- Launch Rural Health Data Portal
 - Virginia Economic Bridge
 - Virginia Network for Geospatial Health Research



11

Questions?

Beth O'Connor
Executive Director
Virginia Rural Health Association
540-231-7923
boconnor@vcom.vt.edu
www.vrha.org