



**NORTH DAKOTA RURAL HEALTH ASSOCIATION  
BOARD MEETING MINUTES**

August 10, 2011

9:00 – 11:00 am

Conference call number:

(661) 673-8600, passcode 120799

***In Attendance:***

Steve Forde  
Don Warren  
Dan Kelly  
Darrold Bertsch  
Jaclyn Bugbee

Pete Antonson  
June Herman  
Keith Johnson  
Lynette Dickson

Minutes: Kylie Nissen

***Absent:***

Tim Cox  
Fred Larson

Jim Restemayer (on an ambulance call)  
Mike Schwab

**Welcome and Call to Order**

*Darrold Bertsch*

**Old Business**

**Approval of minutes from the July 2011 meeting**

*June Herman*

June Herman moves to approve the minutes as is. Lynette Dickson seconds the motion. Motion passed.

**New Business**

**Treasurer's Report**

*Steve Forde*

Only difference from the June 2011 meeting is that the \$660 Rural Health Association dues have now been taken out of the NDRHA account. The total left in the account is \$19,234.91.

**501c4 status and the 990 filing requirements**

*June Herman*

The NDRHA status is 501c4. Nothing has been filed in the past, so we need to complete these forms and submit them annually. Any non-profit, regardless of the profit level needs to file a 990. Previously any organization under \$25,000 didn't have to file, but now since a new law has been passed there is a 990N for all those that have an income of less than \$25,000. These forms need to be filed within 5 months of the end of the fiscal year. The NDRHA's fiscal year ends May 30. Pete made a motion for Steve Forde to submit the 990s so that the NDRHA is up to date on submitting these. Dan Kelly seconded the motion.

***Task: Steve Forde - complete the 990 forms and submit them for all years needed.***

**Skills Building Workshop**

*June Herman*

June Herman attended this workshop last month. Here are some take-aways:

- The second day was spent discussing grant information (June sent the grant information to Lynette).
- The first day was a discussion on how each state rural health association has a perspective on what makes the association viable. During the strategic planning meeting, the NDRHA needs to discuss how we can broaden and build our association.
- There is a potential to raise money for NDRHA if the Board chooses to be part of the program that was posed. The program is the Early Bird Alert's EasyConnect™:
  - Early Bird Alert's EasyConnect™ puts seniors one button-push away from immediate, non-emergency contact with their doctors, pharmacies, caregivers, case managers, and transportation services. It may also be useful in reminding seniors to take prescriptions and manage the services that are vital to their health and well-being. It alerts caregivers and healthcare professionals when patients aren't following their care regimens. Early Bird Alert's EasyConnect™ and our twice-monthly newsletter, The Alert, links seniors to useful information, discount coupons, various product samples, entertainment, and even their families. It is available free-of-charge from Early Bird Alert's healthcare partners. It promotes independent living and creates opportunities for more personalized patient-directed care that can result in reduced healthcare costs.

June sent information to Lynette on this program. The devices do not cost the people that have this in their home any money. The program to advertise and get these systems into people's homes is being first opened up to Rural Health Associations (RHA) in each state. The RHA is to work with partners to put these in people's homes. For each one put into a home, the RHA gets \$1/device each month, and the partner (could be a clinic, hospital, etc) gets \$1/device. The devices will be available starting in January. Training calls will be held this fall. After a certain number of months the distribution will open to the AARP, and not just Rural Health Associations. Up to \$10,000 per month could be raised by the NDRHA. Pete has experience with a similar device that they use in the Northwood area, but there is a monthly charge for the person using the device in their home.

***Decision:** Pete will sit in on the training call and report out to the Board so that a decision can be made if this is something that the NDRHA wants to pursue.*

***Task:** June - let the Board know when the trainings are and any additional information.*

***Task:** Kylie - get the packet from Lynette, scan it, and send it out to the Board.*

***Task:** Kylie - add this topic to the next Board agenda.*

#### **Update on NRHA/State Dues**

*Lynette Dickson*

No change to date. There is no integrated membership for state and national dues.

#### **Conference committee chair Update**

*Lynette Dickson*

Has not contacted Cheryl Underhill to see if she is willing to serve as the Conference Committee chair yet. Lynette will contact her this month.

***Task:** Lynette Dickson - contact Cheryl Underhill to see if she would like to be a member of NDRHA and represent the association on the Dakota Conference committee (be NDRHA Conference Committee chair).*

### **NRHA TA Grant update**

*Don Warren*

Don Warren talked with the Economic Developers Association of ND and they haven't submitted a name to Don yet. They sent the invite for the position on the NDRHA Board out to their membership. Don will follow up with a couple of other individuals that have expressed interest in being on the NDRHA Board. He will continue to follow-up.

**Task:** *Don - follow-up with the NDEDA and others interested in assuming a seat on the NDRHA Board.*

### **National Rural Health Day**

*Lynette Dickson*

The National Organization of State Offices of Rural Health (NOSORH) has organized the first ever National Rural Health Day for November 17, 2011. It is their intent that this event will be held every year on the third Thursday of November. The Center for Rural Health (CRH) has been brainstorming about what can be done with partners to celebrate the day. Darrold Bertsch will participate in any way that he can to get the message out. If anyone has ideas of things to do to celebrate Rural Health Day and get the word out, please send those ideas to Kylie.

Darrold is going to try to get on the agenda of the League of Cities meeting, the Economic Development ND fall meeting, and the Association of Counties meeting (October 16-18) to get the word out about NDRHA and Rural Health Day.

Ideas for National Rural Health Day:

- Mailing something to all the state legislators and state agencies with a Rural Health Day button (The CRH purchased a button maker and will be doing this), along with informative materials regarding *The Power of Rural* (the theme of National Rural Health Day)
- Holding a photo or video contest on "what rural means to you." The CRH will be hosting this contest but is looking for partners in it. Would NDRHA like to be a partner and be willing to help contribute funding for a prize for the contest?
- As a way to get the message across the state, NDRHA will distribute an ad or a press release talking about National Rural Health Day that can be customized and anyone interested could put into their local newspapers. The CRH will create an ad that can be cut and pasted into the newspapers, newsletters, etc.
- Promotional items that can be distributed within the communities (can cozies, etc). Kylie Nissen and Kristine Henke, CRH Communications Coordinator, will look for giveaways and will bring item ideas and prices back to the Board to make the decisions.

**Task:** *Send ideas of things to do to celebrate Rural Health Day and get the word out to Kylie (kylie.nissen@med.und.edu).*

**Task:** *Notify Kylie (kylie.nissen@med.und.edu) if you would like to participate in National Rural Health Day planning discussions.*

**Task:** *Darrold – present what NDRHA can do for its membership and lug National Rural Health Day at meetings this fall.*

**Task:** *Kylie and Kristine - look for giveaways and send the ideas to the Board to make a decision.*

### **Conference Attendance Update**

*Kylie Nissen*

The following have indicated that they would like to attend NRHA meetings this next year:

- NRHA CAH Meeting in Kansas City, MO (September 28-30, 2011) – Pete Antonson (Darrold Bertsch will be attending w/o NDRHA funding).

- NRHA Policy Institute in Washington, DC (January 30-February 1, 2012) – Jaclyn Bugbee, Darrold Bertsch
- NRHA Annual Conference in Denver, CO (April 17-20, 2012) – Darrold Bertsch

The NDRHA would like to send someone to each of the NRHA meetings so that the NDRHA has representation at all of these meetings. Our NRHA TA grant application budget says that we will send at least one person to the Annual Conference and at least one person to the Policy Institute. A suggestion was made that NDRHA at least pay a portion of the expenses to attend the conference. Since the NRHA CAH Meeting is next month a decision needs to be made regarding funding of attendance. The registration fee for this conference is \$519 for non-NRHA members if registered by September 2<sup>nd</sup>. Dan made a motion to approve \$1000 be put towards Pete Antonson's attendance at this meeting. Jaci Bugbee seconded the motion. Motion passed.

For the next Board meeting Kylie will estimate how much it will cost for someone to attend the Policy Institute and for someone to attend the Annual Meeting and bring those numbers to the Board. Steve Forde will update the budget and see how much is available for conference attendance.

*Decision: Pete Antonson's request to attend the NRHA CAH Meeting in Kansas City, was approved for up to \$1000.*

*Task: Kylie - create an estimate of the cost of attending each of the conferences.*

*Task: Steve - update the NDRHA budget.*

#### **Strategic Planning Meeting**

*Darrold Bertsch*

A strategic planning meeting will be held in conjunction with the ND Hospital Association annual meeting. A complete strategic plan is to be in place by December 31, 2011. Once we know the agenda for the October 11-13 NDHA meeting we will schedule several hours for our Strategic Planning Board Meeting. Darrold Bertsch and Dan Kelly will look at the conference schedule and get an email out to the Board within the next 2 weeks so that a time and date can be selected and blocked off on people's calendars, rooms reserved, etc. Kylie Nissen will ask Brad Gibbens to facilitate. There will also be a regular board meeting held at this time.

*Task: Darrold and Dan - find available times to meet based on the NDHA conference schedule and send the times out to the Board.*

#### **Foundation funding/grants**

*Jaclyn Bugbee*

The NDRHA should look into applying for Bremer Foundation grant funds to provide education in communities for people to become members of the association. Jaci's organization received \$40,000 to do this. They used this funding to provide discounted memberships for the first year, free quarterly audio conferences. NDRHA could do these and also let people know what NDRHA can do for them. After strategic planning session in October we will have a better idea of what the organization's key items are. If this grant opportunity is still available NDRHA will look into applying at that time. *Jaclyn will visit with the program officers prior to our next meeting to be sure that this funding is still available.*

*Task: Jaclyn – check to see if this funding is still available.*

#### **Legislative Update**

##### **Interim Committee Update**

*Jaclyn Bugbee*

Jaclyn Bugbee hasn't sent any minutes because she hasn't received all of them from the various committees yet. Once she gets the minutes she will compile them and send them to Kylie Nissen and Kylie will send them to the NDRHA Board.

The Health Care Reform Committee has been focusing on the insurance exchange and how that is going to look. This committee should encompass all the issues such as methodology that we are facing. Jaclyn Bugbee thinks that next meeting will include other organizations providing input.

The Tax Committee met regarding tax exemptions on all health related facilities. The tax department came back and said that if you aren't a member of the National Health Care Review Association then the facility won't be qualified for the tax exemptions. The Committee has asked for additional information because the legislators feel that this may be too stringent of a policy. FQHCs and clinics aren't currently tax exempt because they aren't members. Hopefully the next meeting will be open to industry representatives to provide comments.

Health Services Committee, which stems from the CAH bill, met. Senator Kilzer has asked that payment methodology be added to the study. Jaclyn Bugbee will ask Senator Lee when they are planning to hold the next meeting. Jaclyn Bugbee is going to ask Senator Lee to get Darrold Bertsch involved in these meetings as the President of the NDRHA.

Jaclyn Bugbee met Dana Halvorson from Senator Conrad's office regarding the Medicare cuts. She learned that if the Gang of Twelve does not come up with an agreement on the cuts, the most that could be cut for ND would be 2% or less. None of the Gang of Six is part of the Gang of Twelve – Conrad is not part of the Gang of Twelve.

Lee Kaldor was working on a bill regarding lobby reform at the state level but he is going to hand it off since he is not running for re-election. This stems from last legislative session when Big Pharma came in on universal immunization and hired all the lobbyists so that there weren't any lobbyists to lobby for it (they weren't necessarily hired to lobby against it). Many would like to change the lobby requirements so that if you are a lobbyist you have to disclose who else you lobby for before you present.

**Task:** *Jaclyn will send the minutes from the legislative committees to Kylie and then Kylie will send them out to the Board.*

**Task:** *Jaclyn will contact Senator Lee about getting Darrold invited to the Health Services Committee meetings.*

#### **Letter Regarding Medicare Cuts**

*Darrold Bertsch*

Brad Gibbens sent a letter to the ND congressional delegates to express concerns with any potential Medicare cuts. A letter of concern hasn't been sent on behalf of the NDRHA yet because Darrold Bertsch was waiting for more information on what was going to be proposed. Sending a letter at this point would not be able to include any specifics on how it would affect North Dakotans. The Board feels that sending a letter now would be premature and ineffective.

**Decision:** *Will not send a letter until more information is known and we know whether a letter is needed.*

#### **Survey Update**

*Darrold Bertsch/Kylie Nissen*

Update: Question 3 – add public health agency.

The survey will be distributed to the NDRHA interest group list serve, NDRHA Board Members, anyone who has been a NDRHA member since its inception, and also sent to Tami Dillman (State Association of City and County Officers) to distribute to her membership. Everyone will be given three to four weeks to complete the survey. Kylie will send reminders periodically. Kylie will send the aggregate information to the Board prior to the Strategic Planning meeting so that it can be used at that time.

**Next Meeting**

*Darrold Bertsch*

Strategic Planning and Board Meeting will be held in conjunction with the October 11-13 North Dakota Hospital Association Annual Conference.

**Task:** *Kylie will schedule a meeting room once a date and time for the meeting has been set.*

**Other Items**

A week from today Senator Hoeven's health care aid will be in Northwood. Send anything you would like Pete Antonson to bring up with her to Pete prior to then.

**Meeting Adjourned**