

COLORADO RURAL HEALTH CENTER

Celebrating
 **30** Years
1991-2021



The State Office of Rural Health

2021 ANNUAL REPORT



Thank you for making 2021 an amazing year!

Members and Partners,

On behalf of the staff and board of the Colorado Rural Health Center (CRHC), I want to thank you all for the perseverance you showed in 2021. Last year saw a continuing (and often worsening) pandemic, a turbulent political climate, and continued stress on the workforce pipeline. Throughout it all, our members showed characteristic resilience, innovation, and perseverance.

As the State Office of Rural Health and Rural Health Association, CRHC's mission is "to enhance healthcare services by providing information, education, linkages, tools and energy towards addressing rural healthcare issues" and our vision is "to improve healthcare services available in rural communities to ensure that all rural Coloradans have access to comprehensive, affordable, high quality healthcare."

In 2021, CRHC secured funding to address one of the most pressing needs we continually hear from you, our members: workforce. Through funding provided by the Colorado Department of Public Health and Environment (CDPHE), CRHC began a project to provide support and resources for recruitment and retention of healthcare professionals, with a focus on Community Health Workers. CRHC has always been committed to the healthcare workforce but this project will allow us to increase our efforts to address prevention of burn-out and stress and to build resiliency.

Elsewhere, our CRHC Policy Team tracked 75 bills during the 2021 session, voting to take positions on 24 bills, each corresponding to a CRHC policy priority. CRHC supported 10 bills, opposed three bills and monitored eleven bills. Ninety percent, or ten bills that CRHC supported passed, and 60 percent of bills CRHC opposed failed. Throughout the session, CRHC testified eight times, issued one state policy action alert, and attended or hosted over 70 policy and stakeholder meetings.

This Annual Report details the many accomplishments in 2021, from tracking legislation and policy meetings to providing quality improvement, HIT, billing and coding, and data. In addition to a static, printable report, CRHC has launched an interactive, data-driven version available at coruralhealth.org/2021-annual-report

As the Chief Executive Officer of CRHC, it is my honor and privilege to serve rural Colorado. With your ongoing support, CRHC will continue to be a voice and a resource. Thank you!

Michelle Mills, CEO
Colorado Rural Health Center

Thank you for your
continued support of
the Colorado Rural
Health Center!

**COLORADO
RURAL HEALTH
CENTER**

The State Office of Rural Health



About Us

**\$5.6
MILLION**

CHRC invests this much grant funding into our members. CRHC receives grant funding each year with one mission: to pass the benefits on to rural facilities and to make their work more successful.



131
2021 Members

“I have had good response from the Center when I have asked questions, or asked for assistance. CRHC also advocates for Rural Health Centers [and] provides training opportunities” - CRHC Member, 2021 member satisfaction survey

Thank you to all of our members, partners, sponsors, board members, and staff.

2021 Board of Directors

- Dr. Michael Vargas – CRHC Board Chair, Grand River Hospital District
- Jason McCormick – CRHC past Board Chair, The Advisory Group of McCormick, Chase & May.
- Doug Miller, FNP-BC, MSN – CRHC Board Chair elect, Rocky Ford Family Health Center
- Tammy Dunker - CRHC PLC Chair, Rangely Family Medicine
- Peter Edis, MS, FACHE – CRHC Secretary and Treasurer, Heart of the Rockies Regional Medical Center
- John Leavitt, The Colorado Network
- Jennifer Riley, Memorial Regional Health

Our Organization

The Colorado Rural Health Center (CRHC) was established in 1991 as Colorado’s State Office of Rural Health. As a 501(c)(3) nonprofit organization, CRHC serves dual roles as the State Office of Rural Health and as the State Rural Health Association.

Mission & Vision

Our mission is to enhance healthcare services in the state by providing information, education, linkages, tools, and energy toward addressing rural health issues. Our vision is to improve healthcare services available in rural communities to ensure that all rural Coloradans have access to comprehensive, affordable, high quality healthcare.



Workforce



6,468 Direct Referrals to Active Jobs

46,549



Views of active jobs posted with CPR



Colorado Provider
RECRUITMENT

36

Preceptor Tax Credit Applications filed through CRHC



90

Unique Job Posts

Featured Placement

Dr. Michael Banker, primary care physician and owner of for 40 years of Sangre De Cristo Family Practice, worked with CPR staff for a year and 9 months before finalizing a contract to hand over ownership to a new generation. Dr. Ryan Rahman was referred to Dr. Banker early that year and with the support of CPR, connected him with Dr. Banker and found employment for his wife at the local hospital. Dr. Rahman re-opened the practice in April of 2022 as a rural family practice serving the broad healthcare needs of Fremont County.

Workforce Education and Advocacy



14

Total presentations to healthcare pipeline candidates (259 individual students). CPR staff marketed rural facility jobs at health professional training programs including medical schools, dental schools, physician residency programs, and Physician Assistant and Advanced Practice Nursing programs.

- The Colorado General Assembly Statewide Healthcare Review Committee was created to study health care issues across the state. CRHC played an educational role by providing information about workforce barriers and opportunities in rural health.
- The CRHC Critical Access Hospital Workshop workforce roundtable discussion uncovered challenges and opportunities on a variety of topics impacting rural workforce
- CRHC Provided technical assistance regarding workforce trends including: compensation and benefits, recruitment sourcing and vetting; supported development of enticing job and community descriptions, retention factors to implement, and other recruiting strategies.

Colorado Health Service Corps (CHSC) Awardees

The Colorado Department of Health and Environment partners with the Colorado Rural Health Center to evaluate and award loan repayment to primary care providers working in designated health professional shortage areas. CRHC also has a seat on the governor appointed CHSC advisory council and awarded a total of 31 rural and frontier primary care providers



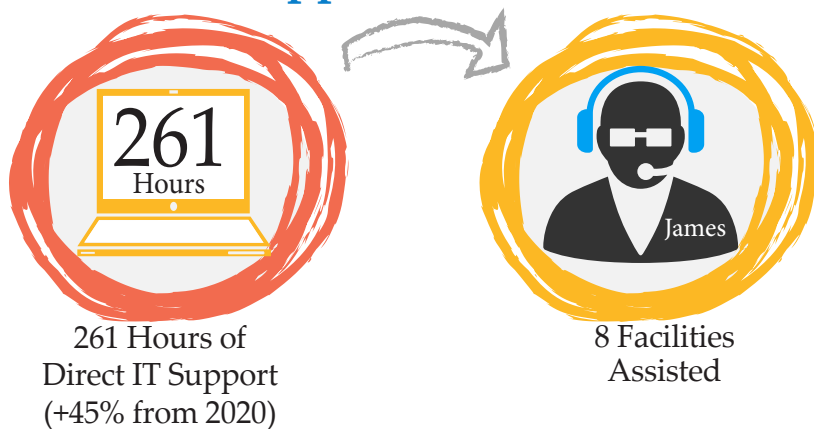
COLORADO
Department of Public
Health & Environment



Health Information Technology

Health information technology (HIT) is the use of applications to record, store, protect, retrieve and transfer information electronically. Through Technology for Healthcare Excellence (THE) Consortium, CRHC assists rural facilities to advance their HIT solutions.

Direct IT Support



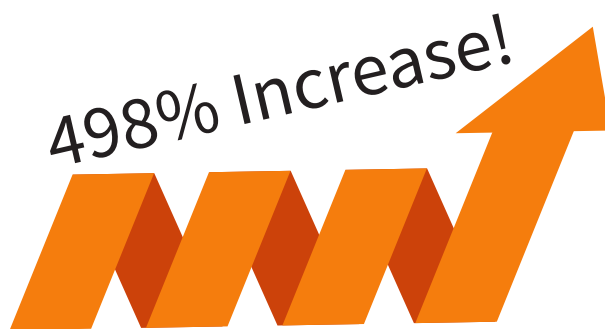
Direct Support Services

- Remote monitoring
- Office 365 management
- Anti-Virus
- Remote Support
- Onsite Support
- Data Analysis
- Third Party Contract Support
- Group Purchasing
- Hardware/software implementation

239 Hours



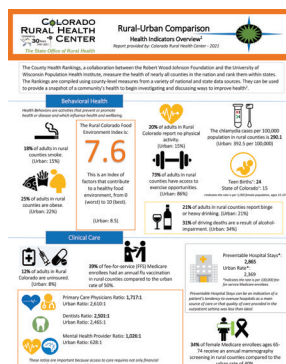
Hours of COVID-19 data collection, data analysis, outreach and process improvement support



HIT Report Writing

CRHC IT staff wrote 105 reports for members in 2021. Report topics:

- County Health Rankings (CHR) Reports
- Rural vs. Urban comparisons CHR
- Health Indicators Infographics
- Snapshots of Rural Health (Regional and State-wide)
- Patient Cost Study



48 County Health Rankings Reports Illustrated



Hospitals and Clinics

About the CHRONIC CARE MANAGEMENT (CCM) Program

CCM is a Centers for Medicare and Medicaid Services (CMS) program that allows primary care providers to support their patients with multiple chronic diseases through monthly touchpoints and other support services. CCM aims to improve the lives of individuals living with chronic conditions while also saving the healthcare system from extra spending. CRHC's yearlong CCM Program, which is part of CRHC's Colorado Rural Sustainability (CORS) Network, helps rural clinics establish their CCM programs by providing technical assistance to build the care team and the necessary components. During the 2020-21 program year, all participating clinics were able to initiate or continue their CCM programs, and one was able to double the size of its CCM program.

YEAR 1 CCM PROGRAM ACCOMPLISHMENTS

PATIENTS HELPED

250

PROGRAM NUMBERS

Check-in
Calls 32

Data
Submission 42

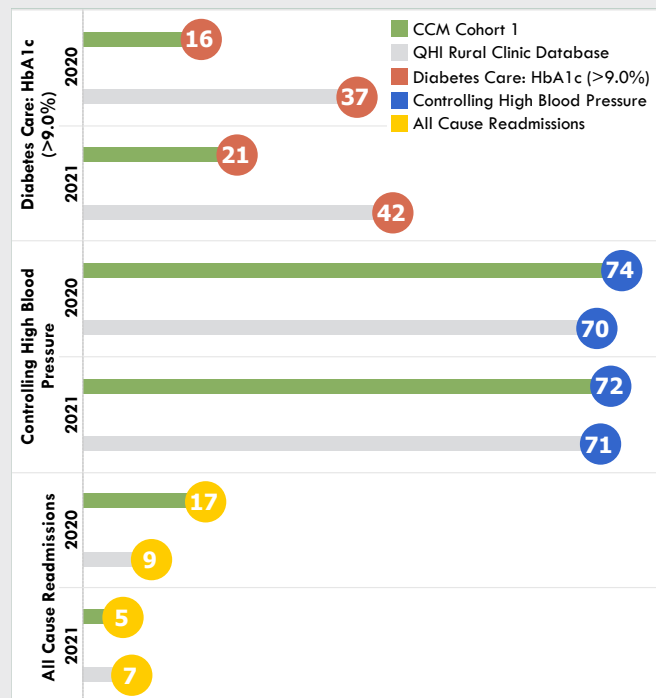
Project
Charters 4

Sustainability
Assessments
and Plans 3

Webinars 11

Workflow
Process Maps 3

IMPROVED OUTCOMES through CCM



Diabetes Care HbA1c (>9.0%): For this measure, a lower percentage is better. It means that more diabetic patients have their HbA1c levels, markers of the disease, in better control.

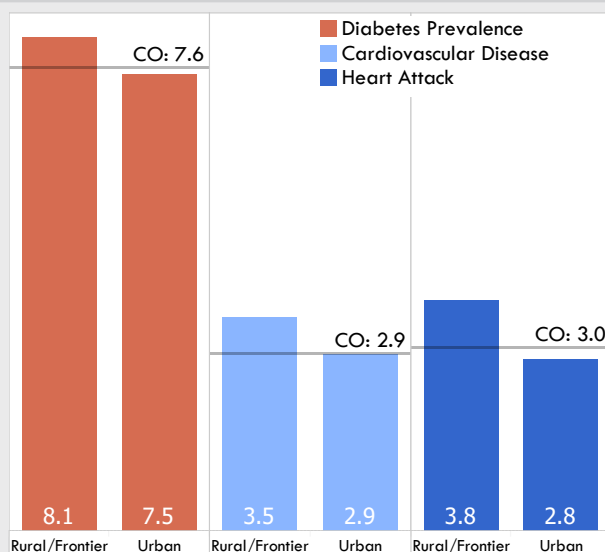
NUMBER OF CLINICS

	2020	2021
Controlling High Blood Pressure	4	6
Diabetes Care: HbA1c (>9.0%)	4	6
Readmission within 30 Days	4	5
Controlling High Blood Pressure	29	11
Diabetes Care: HbA1c (>9.0%)	21	9
Readmission within 30 Days	7	7

HOSPITAL VISIT AVERAGE COST

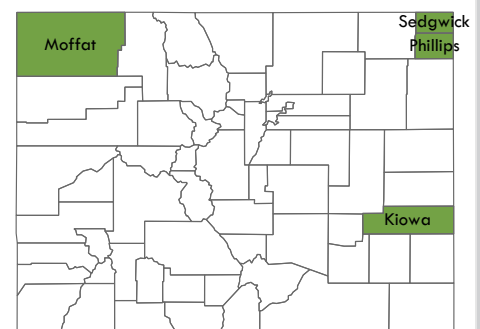
Diabetes	\$240
Readmission	\$14,400

GREATER BURDEN of Chronic Diseases in Rural Colorado



Colorado Behavioral Risk Factor Surveillance System (BRFSS), 2020

4 COUNTIES and 3 REGIONS in Cohort 1



Learn More



coruralhealth.org/2021-annual-report

[Learn More](#)

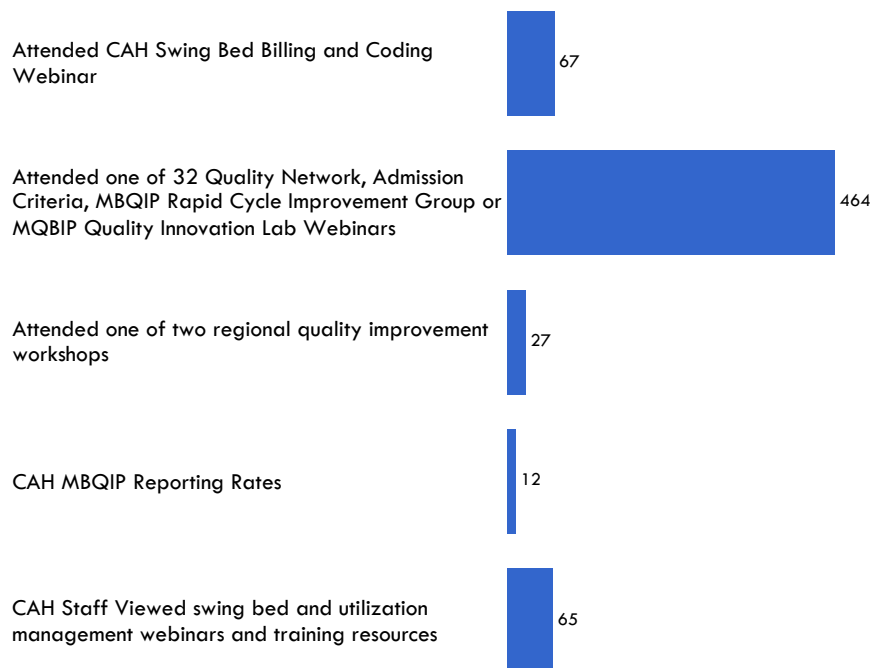


This Annual Report has an interactive version on our webpage. Visit coruralhealth.org/2021-annual-report to explore the statistics, compare years, and read more definitions for the graphics on this page!

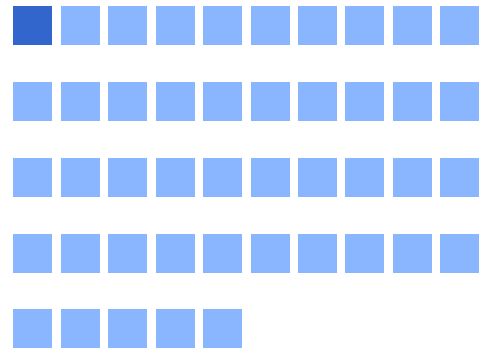
The **Medicare Beneficiary Quality Improvement Project (MBQIP)** is a quality improvement activity under the **Medicare Rural Hospital Flexibility (Flex) program** of the Health Resources and Services Administration (HRSA) Federal Office of Rural Health Policy (FORHP). The goal of MBQIP is to improve the quality of care provided in critical access hospitals (CAHs), by increasing quality data reporting by CAHs and then driving quality improvement activities based on the data.

Through FLEX, CAHs are supported through quality improvement initiatives, educational webinars and workshops, financial education, Health Information Technology (HIT) support, regional workshops, and peer learning opportunities.

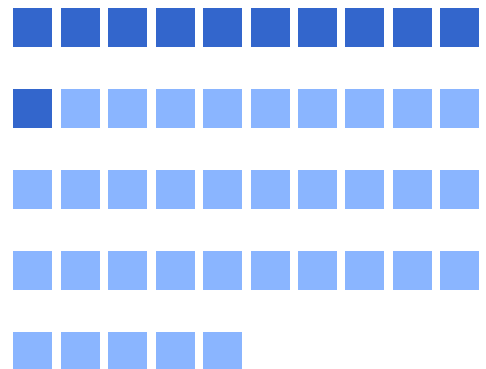
FLEX Program Accomplishments



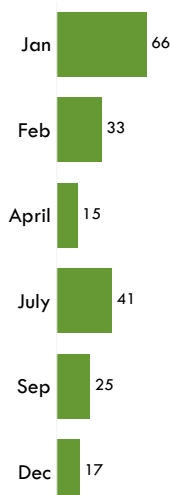
Colorado Ranked 1st Place (out of 45 states) Nationally for CAH MBQIP Reporting Rates for **Patient Safety/Inpatient Quality Measures**



Colorado Ranked 11th (out of 45 states) Nationally for CAH MBQIP Reporting Rates for **HCAHPS Quality Measures**



Participants



The Small Hospital Improvement Program (SHIP) is a federal grant program which provides funding to assist small hospitals. Funding expanded to assist hospitals during the pandemic under the SHIP COVID-19 Grant. The first round of funding assisted 39 eligible hospitals with \$3.29 million in federal funding in 2020-21. The second round of funding will award 32 eligible hospitals \$8.27 million between 2021-23.

The funds are used to assist CAHs and small rural PPS hospitals with expenditures related to COVID-19 activities. This included purchasing PPE (gloves, gowns, masks, etc.), ventilators, negative air rooms, partitions of plexi-glass for safety and social distancing, testing supplies, and minor renovations to facilitate safety and social distancing, etc.

A new SHIP COVID-19 Testing and Mitigation grant will be available from 2021 through 2023 and funds will be used for Covid testing and mitigation activities (community education – healthcare worker education, and much more under mitigation). Nearly \$4 billion from federal COVID relief package will assist the Colorado state budget through investments in mental health, behavioral health, affordable housing, workforce development, and recovery/relief programs. Rural Colorado was awarded \$2.3 million through the Department of Economic Development Administration (EDA)'s CARES Act Recovery Assistance grant. The grant is expected to create 100 jobs that will help rural communities develop economic recovery and resiliency plans to advance their business growth and economy. In Colorado, the federal COVID-19 funding aided rural hospitals more significantly, providing nearly 3 months of additional cash for short-term costs.



Policy

CRHC's policy and advocacy program tracks state and federal legislation and regulations that hold the potential of impacting access and delivery of care for rural health providers and communities.

2021 Accomplishments:

11x

Testified on
Legislation



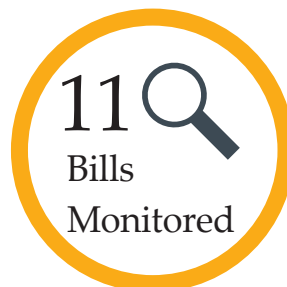
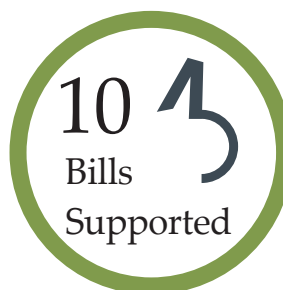
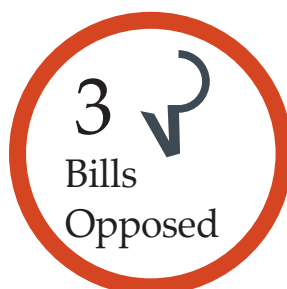
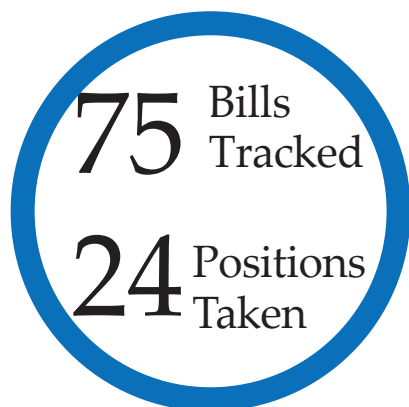
Testifying on Behalf of our Members

- SB21-126 Timely Credentialing Of Physicians by Insurers (testified twice in House/Senate)
- SB21-139 Coverage for Telehealth Dental Services (testified twice in House/Senate)
- HB21-1256 Delivering Health-care Services Through Telemedicine (testified twice in House/

Senate)

- HB21-1068 Insurance Coverage Mental Health Wellness Exam (testified twice in House/Senate)
- HB21-1258 Rapid Mental Health Response for Colorado Youth (testified twice in House/Senate)
- HB21-1232 Standardized Health Benefit Plan

Tracking the Bills that Matter



90% percent,
or ten bills
that CRHC
supported
passed, and 60%
of bills CRHC
opposed failed.

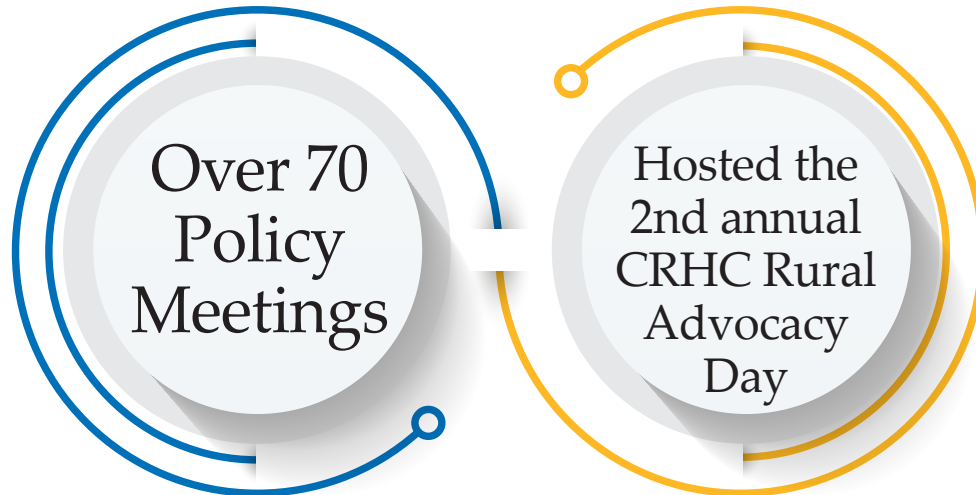
Rural Colorado Policy Win: HB21-1232

HB21-1232, "Standardized Health Benefit Plan Colorado Option" was a controversial bill concerning the establishment of a standardized health benefit plan to be offered in Colorado - aka "The Public Option"

CRHC provided comments and authored letters to bill sponsors. Policy staff attended stakeholder meetings and met with bill proponents, including the Governor's Office, the Division of Insurance and health committee members to provide member feedback as the legislation was developed.



Policy and Advocacy Meetings



CRHC hosted a members policy/ priorities meeting in September. Over 40 members participated in the meeting and identified ten major priority areas. Using these priorities as guide, CRHC evaluated each bill's potential impacts on the ten priorities and strategized our lobbying and advocacy efforts accordingly.

CRHC Policy Priorities

- Reimbursement
- Regulatory impediments
- Workforce
- Primary care
- Medicare and Medicaid coverage
- COVID-19
- Consumer healthcare costs and affordability
- Quality programs and reporting
- HIT and technology infrastructure
- Specialty care





Member Programs

Learn More



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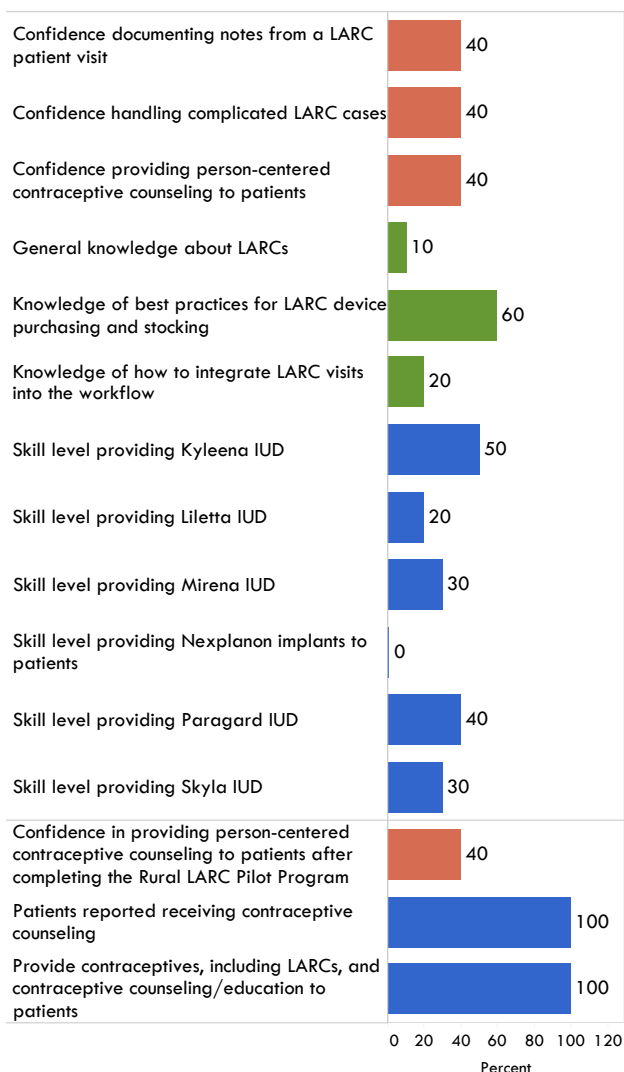
Rural Long-Acting Reversible Contraception (LARC) Pilot Program

This year-long program is designed to train providers in contraceptive implant (Nexplanon) and IUD placement and removal methods, best practices, and contraceptive counseling techniques, with the assistance of a nurse practitioner subject matter expert. Additionally, administrative staff receive training to properly bill and code for LARCs with the guidance of a billing and coding expert. The program also addresses workflow standards, device purchasing and stocking strategies, sustainability, and community outreach. Due to the public health emergency, this program has taken place remotely. With virtual trainings, we were able to train 14 providers in IUD and contraceptive counseling skills. All participating clinics have received a stipend to support the purchasing of LARCs to aid in the best practice of same-day placements.

Number of Clinics 3 **Number of Providers Trained** 14 **LARCS Placed** 132 **Hormonal IUDs placed** 51 **Copper IUDs placed** 6 **Implants placed** 75

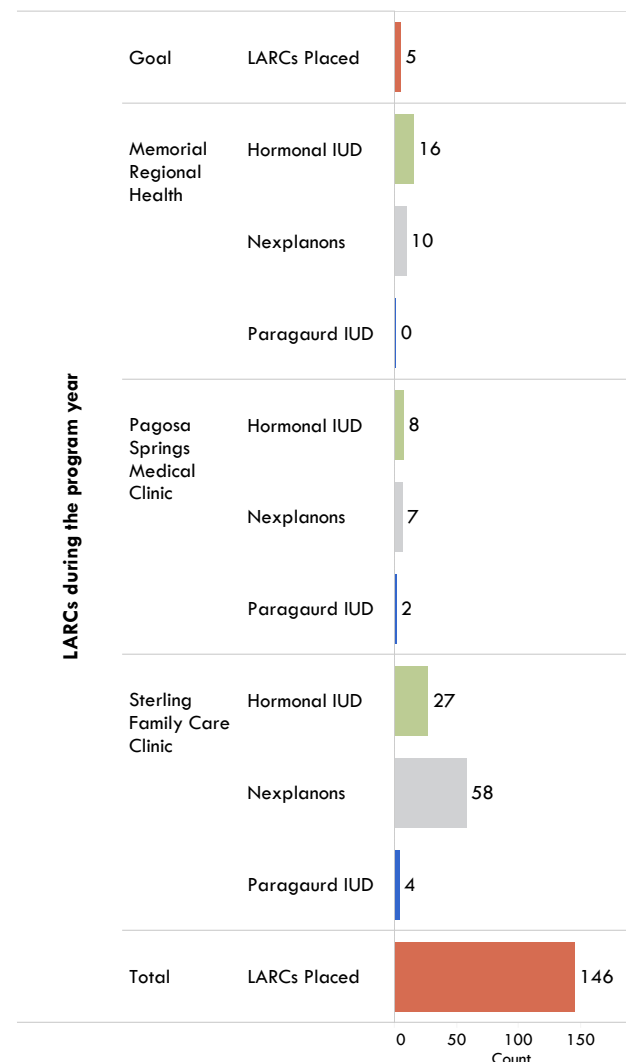
Outcome 1 & 2. Participating providers reported the following average progress from the pre- to post-program provider survey and increased access to care.

Confidence
Knowledge
Skill



Outcome 3. Each participating clinic will provide LARCs to a minimum of 5 eligible patients during the program year (April 2020 to April 2021).

Hormonal IUD
LARCs Placed
Nexplanons
Paragaurd IUD



Emergency and Trauma Education

CREATE

Colorado Resource for Emergency And Trauma Education

The Colorado Resource for Emergency and Trauma Education (CREATE) provides education and training for emergency medical and trauma service providers working in Colorado.

121 Students Completed Their Approved Education

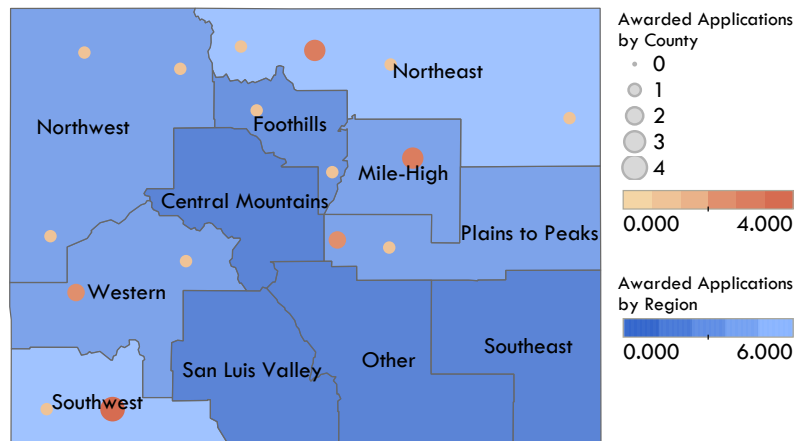


\$134,986.68
Awarded for EMS Education

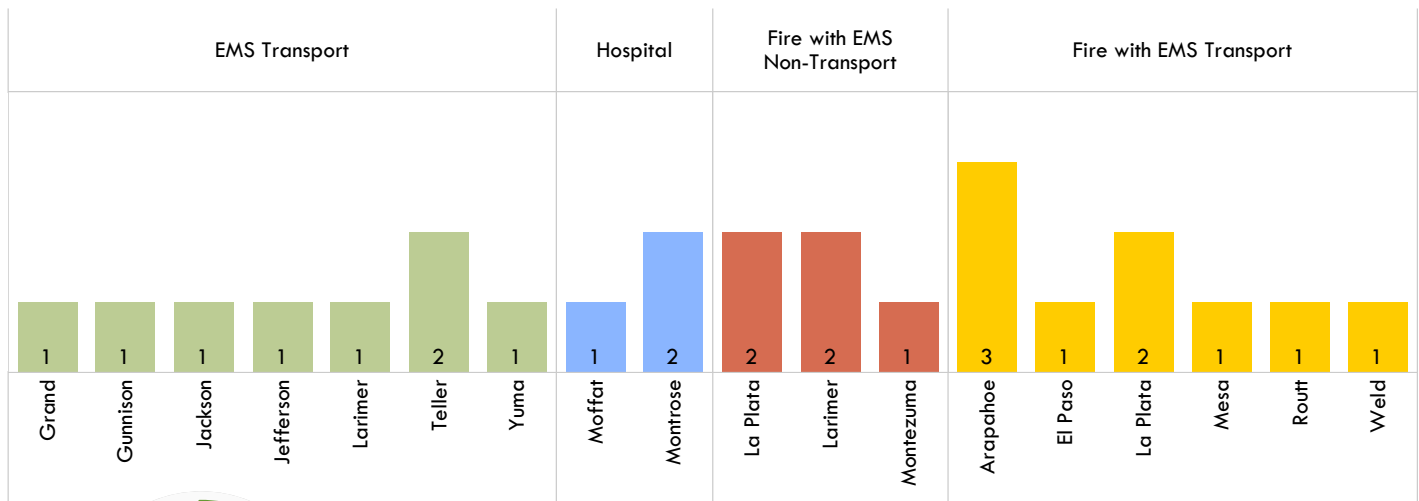
Typical Types of Courses Approved:

- EMT
- Paramedic, Trauma Conferences
- Emergency Medical Services Advisory Committee (EMSAC)

7 Regions Received EMS Funding



EMS Fundee Facility Types by County



Learn More



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Events

The Forum 2021



April 7-9, 2021
Held Virtually

Sessions Included:

- Assessing Sustainability: User-Friendly Tools for Evaluating Public Health Programs and Clinical Practices
- Patient Navigation as a Catalyst to Reignite Cancer Screenings
- How Chronic Care Management

can Benefit Your Rural Health Clinic

- Health Professional Shortage Areas for Rural Health Clinics
- Medical Assistant Workforce Solutions for Rural Team-Based Primary Care



94

Participants



20

Facilities Represented



18

Exhibitors and
Sponsors



26

Speakers

100% *Of survey respondents say the session they were reviewing was “very useful”!*

Conference Sponsors



Annual Rural Health Conference 2021

The 2021 Annual Rural Health Conference (ARHC) was CRHC's return to in person events as well as a celebration of the organization's 30th anniversary. Attendees at the ARHC happy hour celebrated with CRHC pint glasses and a special rural beer!



Happy 30th Anniversary, CRHC!



100% *Of survey respondents say the Conference fulfilled their reason for attending*

Conference Sponsors



TREANOR^{HL}





Data

Data Collection

CRHC maintains the Health Awareness for Rural Communities (HARC) Data Bank in order to track data pertaining to the health of rural communities and the state of healthcare across the state and nation. Data is constantly updated for use in report writing for members, partners, and policy makers as well as for publication in the annual Snapshot of Rural Health.

796

Total HARC Data
Bank Indicators
(+13% from 2020)



HARC

DATA
BANK
Health Awareness for Rural Communities

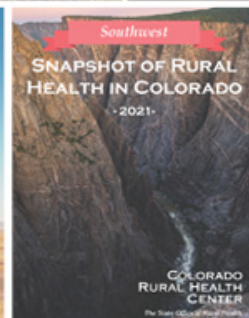
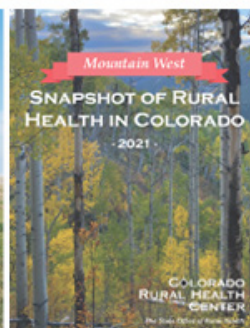
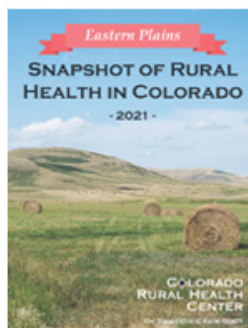
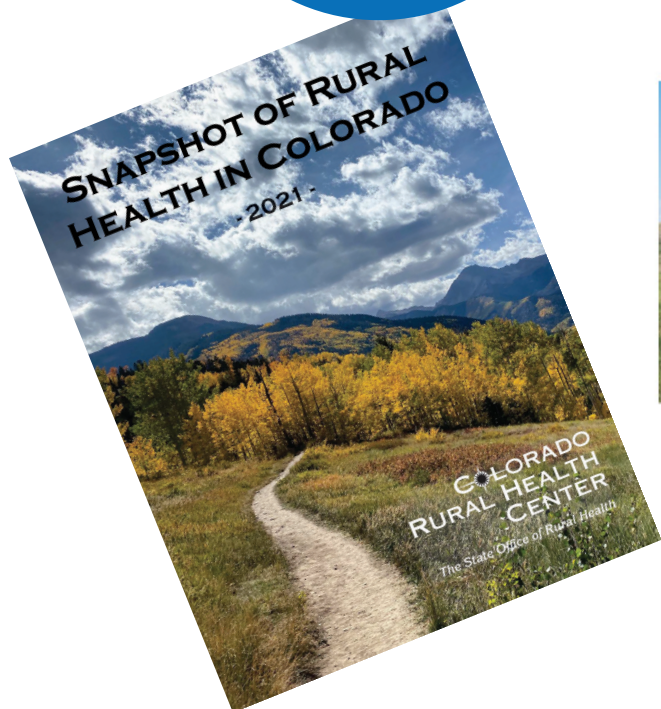
Snapshot of Rural Health

400+

Snapshots
Distributed

The Snapshot of Rural Health is our annual publication surveying the landscape of health and demographic changes and trends across rural Colorado and the state as a whole.

2021's snapshot was bigger than ever before and enjoyed a large reach, educating policy makers, clinicians, journalists, and the public.





2021 Finances

Operating Budget 2021

Total Revenue

Total	\$3,061,422
Private	\$1,224,522
Federal	\$1,139,800
State	\$181,093
PPP Forgiven + Interest	\$157,286
Membership and Donations	\$143,763
Conference and Workshops	\$108,352
Fee for Service Programs	\$106,606

Total Pass-Through Funding

Total	\$469,328
State	\$296,001
Federal	\$173,327

Budget Summary 2021

Total Revenue

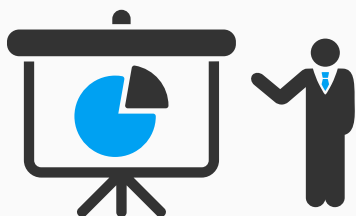
\$3,061,422

Total Pass-through

\$469,328



[Learn More](#)



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2021 Funders



COLORADO
Department of Public
Health & Environment

Caring for
Colorado
FOUNDATION
Promoting Health



contextureSM



The Denver
Foundation



**KAISER
PERMANENTE**[®]



COLORADO
Department of Health Care
Policy & Financing



The Colorado Health Foundation[™]



University of Colorado

Boulder | Colorado Springs | Denver | Anschutz Medical Campus

2021 Organizational Sponsors



Access+Physicians.



COPIC
Better Medicine • Better Lives



DZ
DINGUS | ZARECOR & ASSOCIATES PLLC
Certified Public Accountants

HRG
HEALTHCARE RESOURCE GROUP, INC.

tango340B

 **Telligen**

Qualaris 
Healthcare Solutions, Inc.

WIPFLI

Thank you for your
continued support of
the Colorado Rural
Health Center!

COLORADO
RURAL HEALTH
CENTER

The State Office of Rural Health



2021 Members

- Akron Clinic
- Alamosa Dental Clinic
- Alamosa Family Medical Center
- Alamosa Physical Therapy
- Alamosa South Health Center
- Alamosa Women Infants Children (WIC)
- Antonito Medical Clinic
- Antonito Physical Therapy
- Arkansas Valley Family Practice LLC
- Arkansas Valley Regional Medical Center
- Arkansas Valley Regional Medical Center (Long Term Care)
- Aspen Valley Hospital
- Banner Health
- Banner Health Clinic- Fort Morgan
- Basin Clinic, Inc.
- Brush Family Medicine
- Buena Vista Health Center
- Button Family Practice, PC
- Castle Valley Children's Clinic Inc.
- CDPHE-Primary Care Office (PCO)
- Center Dental Clinic
- Center for Health Progress
- Cesar E. Chavez Family Medical Center
- Colorado Association of Family Medicine Residencies (CAFMR)
- Colorado Canyons Hospital and Medical Center
- Colorado Center For Nursing Excellence
- Colorado Community Health Network (CCHN)
- Colorow Family Medical Center - Olathe
- Convenient Care Community Clinic
- Custer County Health Center
- David L Howard MD PHD PLLC
- DCMH Family Medicine - Delta & Hotchkiss
- DCMH Urgent Care
- Delta County Memorial Hospital
- Delta Health Adult Primary Care
- Delta Health Family Medicine
- Delta Health Pediatrics
- Delta Health West Elk Hotchkiss Clinic
- Eastern Plains Medical Clinic
- Eastern Rio Blanco County Health Service District
- Edward M. Kennedy Dental Clinic
- Edward M. Kennedy Health Clinic
- Ernesto Pacheco Dental Clinic
- Family Practice of Holyoke
- First Street Family Health
- Fleming Family Health Center
- Florence Medical Center
- Fremont Family Medical Center
- Grand Mesa Rheumatology
- Guadalupe Health Center
- Gunnison Valley Family Physicians
- Gunnison Valley Family Physicians, Crested Butte
- Gunnison Valley Health Family Practice
- Gunnison Valley Hospital
- Haxtun Family Medical Center
- Haxtun Hospital District
- Health Colorado, Inc
- Heart of the Rockies Regional Medical Center (HRRMC)
- Huerfano County Hospital District
- Keefe Memorial Health Service District
- Keene Clinic
- KidsFirst Health Care
- Kit Carson Clinic
- Kit Carson County Health Service District
- Kremmling Memorial Hospital District
- La Jara Dental Clinic
- La Junta Clinic
- La Veta Medical Clinic
- Lake City Area Medical Center
- Las Animas Clinic
- Las Animas Dental Clinic
- Lincoln Community Hospital
- Meeker Family Health Center
- Melissa Memorial Hospital
- Middle Park Medical Center - Granby
- Middle Park Medical Center- Winter Park
- Middle Park Medical Center-Walden
- MidValley Family Practice PC
- Moffat Family Health Center
- Monte Vista Community Clinic
- Monte Vista Physical Therapy
- Mt. San Rafael Hospital

- National Hemophilia Foundation, Colorado Chapter
- Northeast Colorado Family Medicine Associates
- Pediatrics Associates Professionals, LLC
- PIC Place
- Pikes Peak Regional Hospital
- Pioneers Medical Center Home Health
- Prairie View Clinic
- Premier Women's Healthcare of Delta
- Prowers Medical Center
- Rangely District Hospital
- Regional Medical Center (RMC) Clinic
- Rio Grande Hospital
- Rocky Ford Clinic
- Rocky Ford Dental Clinic
- Rocky Ford Family Health Center, LLC
- Rocky Mountain Family Practice of Leadville
- Saguache Health Center
- Salida Health Center
- San Luis Health Center
- San Luis Physical Therapy
- San Luis Physical Therapy
- San Luis Valley Health La Jara Clinic
- San Luis Valley Health-Alamosa
- San Luis Valley Health-Conejos County Hospital
- Sedgwick County Health Center
- Sierra Blanca Medical Center
- Silverton Clinic
- South Routt Medical Center Health Service District
- Southeast Colorado Hospital
- Southwest Health System, Inc.
- Spanish Peaks Family Clinic
- Spanish Peaks Outreach Clinic
- St. Vincent General Hospital District
- Stuart Avenue Clinic
- The Colorado Network
- The Memorial Hospital at Craig
- University of Colorado Denver College of Nursing
- Upper San Juan Health Service District
- Valley-Wide Cañon City
- Valley-Wide Health Systems
- Valley-Wide Heart and Eagle Mobile Clinic
- Valley-Wide Pharmacy
- Walbridge Nursing Home
- Walsh Hospital District Healthcare Center
- Weisbrod Memorial County Hospital
- Wray Community District Hospital
- Yuma Clinic
- Yuma District Hospital and Clinics



