

# NC DEPARTMENT OF HEALTH AND HUMAN SERVICES

Office of Rural Health

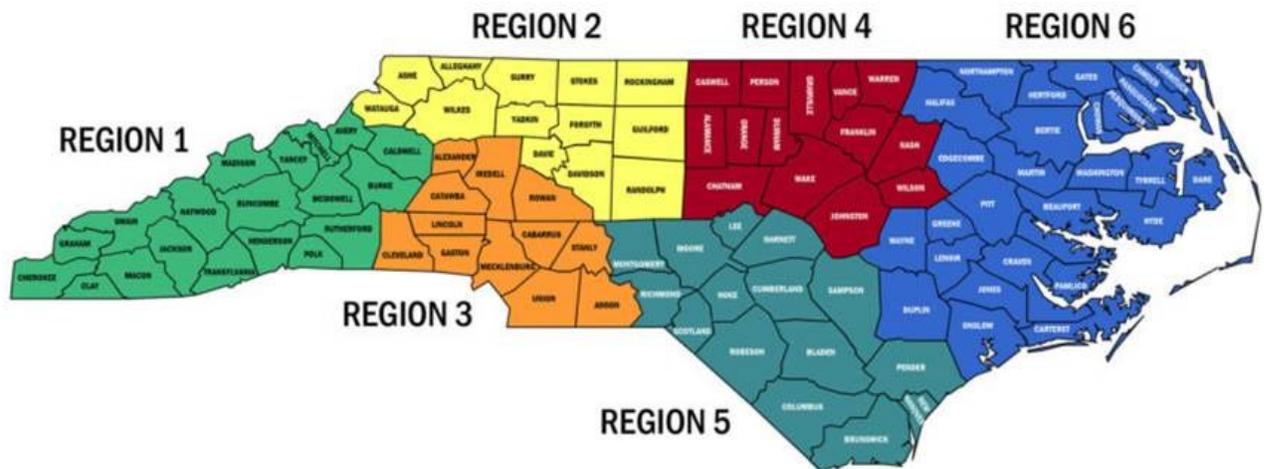
## NC Office of Rural Health SAT Quarterly Newsletter

Welcome to NC Office of Rural Health Service Area Team's Quarterly Newsletter from the North Carolina Office of Rural Health (ORH)!

The ORH uses Service Area Teams (SATs) to facilitate collaboration across programs and provide strategic support to grantees and partners across the state of North Carolina.

SATs are comprised of members from all programs within ORH including Community Health Grants, Medication Assistance, Operations, Farmworker Health, Placement Services, Health Information Technology and Telehealth, Analytics & Innovations, and the Contracts team.

We would love to hear from you! If you have any comments, questions, or suggestions for upcoming newsletters, please feel free to contact Justin Kearley at [justin.kearley@dhhs.nc.gov](mailto:justin.kearley@dhhs.nc.gov).



Our team is happy to share news this quarter highlighting folks from across the state who are going the extra mile to care for our rural communities.

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## What are Service Area Teams?

In the ever-evolving landscape of healthcare, ORH recognizes the paramount importance of internal continuity and collaboration. One strategic initiative that is central to our mission is our SATs. SATs are designed to build connections, identify collaborative opportunities, and cultivate new partnerships across our state.

SATs are comprised of members from all programs within ORH including Community Health, Medication Assistance, Rural Health Operations, Farmworker Health, Placement Services, Health Information Technology and Telehealth, Analytics & Innovations, and Business & Contracts.



SATs are divided by Medicaid Region and are grouped as follows:

Regions 1 & 2: Western Service Area Team

Regions 3 & 5: South Central Service Area Team

Regions 4 & 6: Eastern Service Area Team

### Purpose of SATs

At the heart of this initiative lies a dedication to creating internal continuity around services provided to grantees and regions. By establishing focused SATs, ORH streamlines communication, enhances coordination, and fosters a united approach to addressing the unique healthcare challenges faced by rural communities.

### Three Pillars of Service Area Teams

#### 1. Identifying Opportunities for Collaboration among ORH Programs:

The SATs serve as a hub for various ORH programs to converge, share insights, and identify opportunities for collaborative efforts. Whether it's amplifying the impact of existing programs or brainstorming innovative solutions, these teams provide a structured platform for cross-pollination of ideas and resources.

#### 2. Developing New Partnerships within the Regions:

Recognizing the power of synergy, SATs actively work towards expanding and diversifying partnerships within the respective regions. By forging alliances with local healthcare providers, community organizations, and other stakeholders, the teams create a robust network that can collectively address the healthcare needs specific to the region.

### 3. Communicating Regularly with Regional Health Safety Net and Support Agencies:

Effective communication is the linchpin of success, and the SATs understand this implicitly. Regular dialogue with regional health safety net and support agencies ensures that ORH remains attuned to the real-time needs of the communities it serves. This proactive approach facilitates the swift adaptation of strategies and interventions based on the dynamic healthcare landscape.

#### Empowering State and Local Grantees and Partners



By integrating these three pillars into the fabric of its operations, SATs not only strengthen the internal coherence of ORH but also empower the regions to tackle healthcare challenges comprehensively. The teams serve as catalysts for innovation, collaboration, and adaptability, embodying a commitment to the well-being of rural communities.

Through these collaborative endeavors, ORH paves the way for a healthier, more resilient future for all.

#### Regional News and Highlights

There is a lot happening in rural communities across the state. You can find news, stories, and more in this section.

##### Western SAT News and Highlights

On January 18<sup>th</sup>, Hugh Chatham Health and Campbell University held an event sharing groundbreaking news with their community. The two organizations announced the launch of a new family medicine rural residency program. Krissy Hensley, Assistant Director of Practice Operations, Primary Care shared the following, “We are excited to announce that Hugh Chatham Health will partner with Campbell University to welcome residents in the summer of 2025. This partnership will help us in fulfilling our strategic plan to recruit and retain the best team members. We recognize the value of our current rural healthcare providers and are confident that this partnership will help further instill our mission and vision in our community.”



The program, which is expected to improve access to much needed healthcare services across rural Northwest North Carolina, will offer a wide variety of clinical learning experiences to participating residents.



The following story comes from Davidson Medical Ministries, located in Thomasville, NC.

“The patient is a type 2 diabetic and has Medicare A/B, and Part D, however, his copay was unaffordable for his required diabetic and blood thinner medications. When this patient came to the pharmacy in Thomasville to pick up his medications, we discussed his copays and he had to make a few choices on which ones he was going to get that day due to the costs. I explained to

the patient that I also did the Medication Assistance Program and what it was. I told him to please bring me proof of income for his household, which was the letters from Social Security that explain their benefits for the year of 2023 for himself and his wife. He returned shortly that same day, and I completed applications for four of his medications: Eliquis, Synjardy, Ozempic, and Novolog 70/30 Mix Pens.

Because I was onsite with his provider, I was able to get these signed and faxed out the same day. The patient was approved for all four medications until the end of the year and is able to get 90 day fills of each of them for \$6.”

### South Central SAT News and Highlights



We are saddened to announce the passing of Mr. Bill Marshburn, former Board President of Black River Health Services. Bill Marshburn was born and raised in Maple Hill, NC. After graduating from the University of North Carolina, Chapel Hill, he returned to Pender County to teach science and math at Burgaw High School. He left Pender County for the US Navy and after 12 years of service began working for the Federal Highway Administration in Washington, DC. For 30 years Bill did program analysis and evaluation for both domestic and international highway programs. He retired from the federal government in 1995 and returned home to Pender County. After doing consulting work with the FHA in Russia, he turned his focus to volunteer work in Pender County.

Mr. Marshburn has devoted 26 years serving on the Board of Directors, Black River Health Services (BRHS) and as President of the Board for the last 23 years. The Board of Directors oversees BRHS, which has medical facilities in Atkinson, Maple Hill and Burgaw, NC and pharmacies in both Maple Hill and Atkinson and a Farmworker Health Program called Manos Unidas. He was instrumental in BRHS becoming an FQHC-LAL thus assuring BRHS’s economic success while allowing it to continue to provide healthcare to all patients regardless of ability to pay. In the last two years he has championed BRHS becoming a Family Practice Residency Program. As President of the Board, he focused on maintaining a capable and involved Board of Directors in support of a professional and empowered staff.

Concurrently to serving on the Board of BRHS, Mr. Marshburn was also on the Board of Directors and past president of Pender Adult Services; he was a former member of the Pender County Planning Board; he served on the Board of Directors, Southeastern Area Health Education Center (SEAHEC), Past President Burgaw Rotary Club and Treasurer of Senior Tarheels.



Novant Health has been awarded \$1.5 million in funding from The Golden LEAF Foundation to boost rural medicine in Pender County. With the funding, Novant Health Pender Medical Center and Black River Health Services in Burgaw will be able to expand access to care through a new rural physician training program.

The program is “all part of a vision established roughly two years ago between Black River Health Services, UNC School of Medicine, Novant Health and Novant Health New Hanover Regional Medical Center

to offer the best opportunity to leverage skills, scale and resources to achieve and maintain accreditation for a sustainable track that trains future family physicians with a passion for rural medicine,” according to a Novant news release. The first trainees are expected to begin the program in July 2024. More than 30 jobs will be created because of the project.

[Janalynn Beste](#), (director of the family medicine residency program at Novant Health New Hanover Regional Medical Center, will co-lead the new program with [Joe Pino](#) (associate dean and campus director of UNC’s School of Medicine Wilmington program.)

Part of building this program includes hiring a physician who will serve both as the director of the residency program and as the medical director for Black River. They’ll also hire a second doctor who will work closely with the residents.

“We have a hard time recruiting physicians to Burgaw and the surrounding area,” said Lee Ann Amann, the CEO of Black River Health Services. “We are in desperate need of a medical director, so this really helps us.”

## Eastern SAT News and Highlights

Mount Olive Family Medical Center began providing mammograms in their office on March 15, 2023. In one year, the organization has performed over 1,600 mammograms and has found twelve cancers.

Additionally, 89 of those mammograms were provided to Medical Access Plan (MAP) patients at no charge. Lisa Hooks, Executive Director of the organization shared, “It’s been an amazing year,” when asked about the impact the program has had on increasing access to much-needed health care services within the community.





UNC Chatham, a 25-bed Critical Access Hospital, opened a new maternity care center in September of 2020, the organization celebrated three years of operating the center back in September of 2023, and aims to serve rural mothers (NC Health News, 2024).

Before the center opened, Chatham County was considered a maternity care desert, meaning that the county “had no hospital or birth center offering obstetric care and without any obstetric providers” (March of Dimes, 2022).

“In three years — from Sept. 8, 2020, to Sept. 7, 2023 — 402 babies were born at Chatham Hospital, according to data from the researchers’ evaluation. Each year, the birth volume has gradually increased. There also were 1,120 obstetric triage visits during that time, signaling demand for accessible care. A labor and delivery room at Chatham Hospital with a bed in the center of the room with a chair and couch to the side” (NC Health News, 2024).

“The presence of the labor and delivery unit has brought care closer to home for thousands of birthing women in the area, cutting median travel distances in half. That’s poised to improve health outcomes, since traveling long distances during labor is associated with increased perinatal morbidity — including preterm birth and out-of-hospital births” (NC Health News, 2024).

#### References:

Crumpler, R. (2024, February 21). Chatham Maternity Care Center Bucks trend of rural maternity closures. North Carolina Health News. <https://www.northcarolinahealthnews.org/2024/02/21/chatham-maternity-care-center-bucks-trend-of-rural-maternity-closures/>

MarchofDimes. (n.d.). Maternity Care Desert. March of Dimes | PeriStats. <https://www.marchofdimes.org/peristats/data?top=23>

## Staff Highlights

### Welcoming New Teammates

**Travis Lawton** has been with the Office of Rural Health for the past two years as a Temp Contracts Specialist. In his time at ORH, he has acquired five contract management certifications and two degrees. He is a member of the National Contract Management Association (NCMA) and has performed some work with the United States Environmental Protection Agency working with Information Technology contracts and acquisitions. He enjoys spending time playing with his two beautiful children, working out, and striving to provide unparalleled performance in any task given because



of his passion for this career field. He is eager to learn and always takes time to educate others.

We are ecstatic about him joining the team as a permanent employee with ORH!



**Rosa Miranda** will be coordinating ORH's Farmworker Health behavioral health program and providing technical assistance to contractors and other healthcare agencies to ensure farmworkers have access to health services. Rosa is originally from Estado de Mexico, Mexico. She began to be involved in farmworker health early on by volunteering for a migrant health clinic in southeast Georgia in 2010. Ever since, her focus on academics and her professional career have centered around improving the lives of agricultural workers. Rosa graduated from Abraham Baldwin Agricultural College (ABAC) in 2014 with a bachelor's degree in Rural Studies: Social and Community Development and from Valdosta State University in 2015 with a Masters of Sociology. Rosa has been a part of the farmworker health movement in NC in different capacities since 2017 and is grateful for the opportunity to work with Farmworker Health Program and all the sites. She aims to be a resource for the teams who are doing the work that has inspired her career thus far. We are thrilled to have Rosa join ORH!

### **Courtney Moore**

Courtney Moore will be working with the HITT team on community engagement and development. Courtney is originally from Greenville, NC. Growing up and spending most of her life in rural eastern North Carolina, Courtney developed an interest in rural health from an early age. To Courtney, rural communities have strengths and assets that can be leveraged to improve overall population health. This interest led Courtney to study Public Health at East Carolina University (Go Pirates!). Following her graduation from ECU in 2018, Courtney pursued her Master of Public Health in Public Health Leadership at the Gillings School of Global Public Health at the University of North Carolina at Chapel Hill (Go Heels!). While starting her career with NC Agromedicine, Courtney quickly came to love working with the agricultural community. Her experiences allowed her to work with farmers, farm families, and farm workers. She aims to continue to develop an understanding of and appreciation for the strength of agricultural and rural communities. She is grateful for the opportunity to work with the Office of Rural Health. She aims to be a resource for the teams who are doing the work that has inspired her career thus far.



When she isn't working, Courtney enjoys time with her husband, Dylan, their two dogs, Tilly, and Arizona. She can likely be found reading, exercising, or on the beach. Welcome to the team, Courtney!

## [Community Health Team Announces Year 1 Grantees for SFY 2025](#)

The Community Health Grant (CHG) funds, supported through the North Carolina General Assembly, are for assuring access to preventive care to meet the health needs of the state's most vulnerable populations. Strengthening the safety net through increased levels of collaboration and integration of

services and organizations to sustain and meet the needs of those served is also an important purpose of this grant. ORH would like to congratulate the below organizations on their Community Health Grant Award for SFY 2025.

<b><u>Region</u></b>	<b><u>Organization/ Applicant Name</u></b>	<b><u>Primary County</u></b>
1	<b>Mountain Community Health Partnership, Incorporated</b>	Mitchell
1	<b>Blue Ridge Community Health Services, Inc.</b>	Henderson
1	<b>Helping Hands Clinic, Inc.</b>	Caldwell
1	<b>Western NC Community Health Services</b>	McDowell
1	<b>Graham County Health Department</b>	Graham
1	<b>Macon County Public Health</b>	Macon
2	<b>Free Clinic of Rockingham County, Inc</b>	Rockingham
2	<b>School Health Alliance for Forsyth County</b>	Forsyth
2	<b>Forsyth Medical Center Foundation dba Novant Health Forsyth Medical Center Foundation</b>	Forsyth
2	<b>Grace Clinic of Yadkin Valley</b>	Surry
2	<b>High Country Community Health</b>	Surry
2	<b>Wilkes County Health Department</b>	Wilkes
3	<b>The Public Health Authority of Cabarrus County dba Cabarrus Health Alliance</b>	Cabarrus
3	<b>Care Ring</b>	Mecklenburg
3	<b>HealthReach Community Clinic</b>	Iredell
3	<b>RAO Community Health</b>	Mecklenburg
3	<b>Community Care Clinic of Rowan County</b>	Rowan
3	<b>Lake Norman Community Health Clinic</b>	Mecklenburg
4	<b>NeighborHealth Center, Inc.</b>	Wake
4	<b>Compassion Health Care, Inc.</b>	Rockingham
4	<b>Urban Ministries of Wake County, Inc.</b>	Wake
4	<b>Wake County Health &amp; Human Services (WCHHS)</b>	Wake
4	<b>Duke University Health System</b>	Durham
4	<b>Shepherd's Care Medical Clinic</b>	Wake
5	<b>Robeson County Health Department</b>	Robeson
5	<b>FirstHealth of the Carolinas</b>	Montgomery

5	<b>Tri-County Community Health Council, Inc. dba CommWell Health</b>	Johnston
5	<b>East Carolina University - ECU Physicians, a part of ECU Health</b>	Sampson
5	<b>Pender Alliance for Total Health (PATH)</b>	Pender
5	<b>The CARE Clinic, Inc.</b>	Cumberland
6	<b>Community Care Clinic of Dare</b>	Dare
6	<b>Albemarle Hospital Foundation</b>	Pasquotank
6	<b>Wayne Health Foundation, Inc.</b>	Wayne
6	<b>Kinston Community Health Center, Inc.</b>	Lenoir
6	<b>Duplin County Health Department</b>	Duplin
6	<b>Roanoke Chowan Community Health Center</b>	Hertford

## Upcoming Events

Register Now to Attend the NC Primary Care Conference and SDRHC End-of-Year Meeting

Registration Now Open! Join us to celebrate NCCCHA's 45th Anniversary!

**BE WISE  
BE BOLD  
BE INNOVATIVE**

**JUNE 6-7, 2024  
GRANDOVER RESORT & SPA | GREENSBORO**

Register now for two days of meaningful, interactive sessions on topics to elevate primary care delivery, including leadership, workforce, health equity, Health Information Technology, school-based health, and finance - plus plenaries, networking, and a sponsor & exhibitor hall.

**Register: <https://cvent.me/w5OQx2>**

Join your colleagues June 6th – 7th, 2024, for training sessions, keynotes, and networking opportunities at the Grandover Resort and Spa in Greensboro, NC.

NCCCHA welcomes you, health center leadership, clinical staff, and other primary care partners to attend two days of sessions on excelling in leadership, strengthening the workforce, addressing clinical issues, meeting the challenges of Medicaid expansion, cultivating diversity and inclusion, and more!

During the conference, The Rural Health Operations team will be hosting their annual End-of-Year meeting for State Designated Rural Health Center grantees. All ORH grantees are welcome to join as space allows. [Register Now](#)

**NC AHEC**

RECRUIT  
TRAIN  
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NC DEPARTMENT OF  
**HEALTH AND HUMAN SERVICES**  
Division of Health Benefits

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**REGISTER NOW!**

**Medicaid Managed Care Back Porch Chat:**

Key Medicaid Updates

**Thursday, May 16 | 5:30 p.m.**

Please join us on Thursday, May 16 from 5:30-6:30 p.m. for the May Back Porch Chat, hosted by Janelle White, MD, Chief Medical Officer of Medicaid, Sarah Gregosky, Chief Operating Officer, NC Medicaid, and Arianna Keil, MD, Chief Quality Officer, NC Medicaid.

We will share important news for all providers about NC Medicaid on preparing for Tailored Plan Launch, results from the 2023 PCP OBGYN Experience Survey, and additional clinical updates, including:

- Pharmacy Updates
- Making Care Primary Request for Information
  - Stakeholder Communication Updates
- Maternity Coverage and Reimbursement Bulletin

Please register by clicking on the blue button below. We look forward to connecting with you!

[Register for the Medicaid Managed Care Back Porch Chat](#)

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**Medicaid Managed Care Additional Webinar**

Tailored Plan Claim Support for Providers

**Wednesday, May 22 | 5:30 p.m.**

This webinar is designed for billing staff involved in claim submission to understand how to submit claims when Tailored Plans go live on July 1.

## [Register for the Claim Support Webinar](#)

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Did you know that all of the materials from our webinar series are archived on ncahec.net? Visit our website to view the recordings, slide decks, and transcripts from [Medicaid Managed Care](#), [Advanced Medical Home](#), and [COVID-19](#) webinars, as well as the [Tailored Care Management](#) and [Community Health Worker Program](#) learning collaboratives.

## About ORH

We would love to hear from you! If you have any comments, questions, or suggestions for specific programs within our office, please feel free to contact the Operations Specialist facilitating your region's SAT below!

### ORH Programs

[Provider Recruitment and Placement](#) provides recruitment efforts for medical, dental and psychiatric health professionals to North Carolina's rural and underserved areas and offers incentives to eligible providers.

[Provider Recruitment and Placement Program Profile](#)

[Rural Health Operations](#) create access to health care for vulnerable populations by supporting state designated rural health centers.

[Rural Health Operations Program Profile](#)

[Community Health Program](#) supports the primary care Safety Net system to increase access for vulnerable populations.

[Community Health Program Profile](#)

[NC Farmworker Health Program](#) provides medical, dental and enabling services to members of the North Carolina agricultural labor force and their families.

[NC Farmworker Health Program Profile](#)

[NC Rural Hospital Program](#) funds projects for the benefit of all critical access hospitals and eligible small rural hospitals in NC.

[NC Rural Hospital Program Profile](#)

[Medication Assistance Program](#) provides free and low-cost medications donated by pharmaceutical manufacturers to patients who cannot afford them.

[Medication Assistance Program Profile](#)

[Statewide Telepsychiatry Program](#) supports the psychiatric evaluation of patients through videoconferencing technology in emergency departments.

[Statewide Telepsychiatry Program Profile](#)

[Analytics and Innovations Program](#) assist ORH programs and grantees with using data and leveraging technologies in ways that help improve monitoring, evaluation efforts, and innovative strategies.

[Health Professional Shortage Area Program Profile](#)

[Community Health Worker Program Profile](#)

[Rural Health Information Technology and Telehealth Program](#) works directly with the North Carolina Safety Net to assess needs and provide technical assistance throughout the state to improve the use of Electronic Health Record (EHR) Systems and the use of NC HealthConnex, the state designated health information exchange

[Rural Health Information Program Profile](#)

### SAT Facilitator Contact Information

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TBD

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