

Rural Health Policy for Dummies

A Reference for the Policy Novice!

A Tool Kit for Building and Maintaining State Policy Support
in a Fiscally Tight Policy Environment

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Introduction

About This Presentation
How to Use the Tools Presented
Foolish Assumptions

Part I: Breaking into the SRAP

Chapter 1: The Big Picture

Louisiana's initial approach to the Southern Rural Access Program

- Community planning
- Pipeline development
- Network development
- Rural Loan Fund
- Telemedicine

Initial supporters/partners of the Louisiana Rural Health Access Program

- Two major state health agencies
- State health partners
- Local communities

The health policy environment in the beginning

- Institutional based care
- Emerging focus on rural health/not yet realized
- Fragmented legislative support

Chapter 2: What happens if I press this button?

What we learned throughout the implementation of LRHAP

- It all starts and ends with local communities
- Ya gotta have state support!

The face of the LRHAP today

- Community health network development
- Practice management
- Provider recruitment and retention
- Rural Loan Fund

Part II: The More Things Change

Chapter 3: Now, Just What Have You Gotten Yourself Into?

RWJF's Departure: Sustaining the components of LRHAP

Capitalizing on a changing health care policy environment

- Restructuring the LA health care system

- Community-based primary and preventive health care services
- Changes in leadership in state government
- Statewide planning for rural health
- Integrating LRHAP goals with public policy goals

Seizing the opportunity

- Presidential focus on FQHCs
- LA public hospital system in crisis
- Budget shortages: Primary care is cost effective
- Charging forward into the 2003 legislative session

Part III: Ferreting Out the Information

Chapter 4: Fancying Up the Figures

Quantifying LRHAP's accomplishments

- Community-based network development
- Provider recruitment

Projecting the potential impact of proposed initiatives

- Practice management
- Federally qualified health centers

Chapter 5: Getting the Information Down on Paper

The ABCs of communicating with a legislator

- Putting it in writing – the tool we used to communicate
 - Simple fact sheets
 - Presentations
 - Brochures
 - Letters

TIP - Keep it simple stupid!

- It can't JUST cost more money!
 - Showing return on investment in \$ and health status

Chapter 6: Keeping on Top of the Information

Getting on the agenda!

- Convening legislators before the session
- Legislative luncheons
- Legislative meetings

Making it personal

- Going door to door: get to know your legislators
- Bringing it home to their communities: show them how it will specifically affect their constituents
- Bringing their constituents (YOUR PARTNERS) to them

Part IV: Amazing Things You Can Do On Your Own

Chapter 7: What it takes to run this baby

Continuing to make an impact

Maintaining the policy momentum