

2022

RURAL HEALTH  
ASSOCIATION OF TENNESSEE



ANNUAL REPORT



## LETTER FROM THE CHAIR OF THE BOARD OF DIRECTORS

Rural Health Members and Colleagues,

On behalf of the Rural Health Association of Tennessee's board of directors, I want to say thank you for your membership and support of rural health. Your membership and engagement in association activities is not only appreciated but essential to bringing awareness to the unique challenges of rural people in accessing quality care. As a membership organization, our number one priority is supporting you through partnerships, advocacy, education, and resources.

I personally have been a Rural Health member since 2006. I've had the opportunity to serve on just about every committee - our annual conference committee, legislative committee, and this past year we participated in the Center for Nonprofit Management's Innovation Catalyst to explore how we as an association can help direct more grant dollars directly to rural communities so that you have the resources to solve some of the state's most pressing challenges.

Last, but certainly not least, I've had the privilege of serving as the Association's Board President this past year. The board and staff work hard to fulfill our mission to "Lead the way for a healthy tomorrow throughout rural Tennessee."

Thank you for your time, talents, and generosity. I look forward to serving with our 2024 President, Jackie Cavnar.

Sincerely,



Freda Russell  
Chair, RHA Board of Directors



## 2022 BOARD OF DIRECTORS

**Freda Russell, RN**

President

**Dana Cobb**

Past President

**Jackie Cavnar, MBA**

President-Elect

**Brenda B. Jones, Ph.D.**

Secretary

**John Rust, BS**

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**Barry Cooper, MS**

West TN Vice-President

**Kathy Atwood, MA**

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**Anna Hurt, MPH**

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Reverend Sarah Wells

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**Bill Moats**

**Tina Pilgreen, MS**

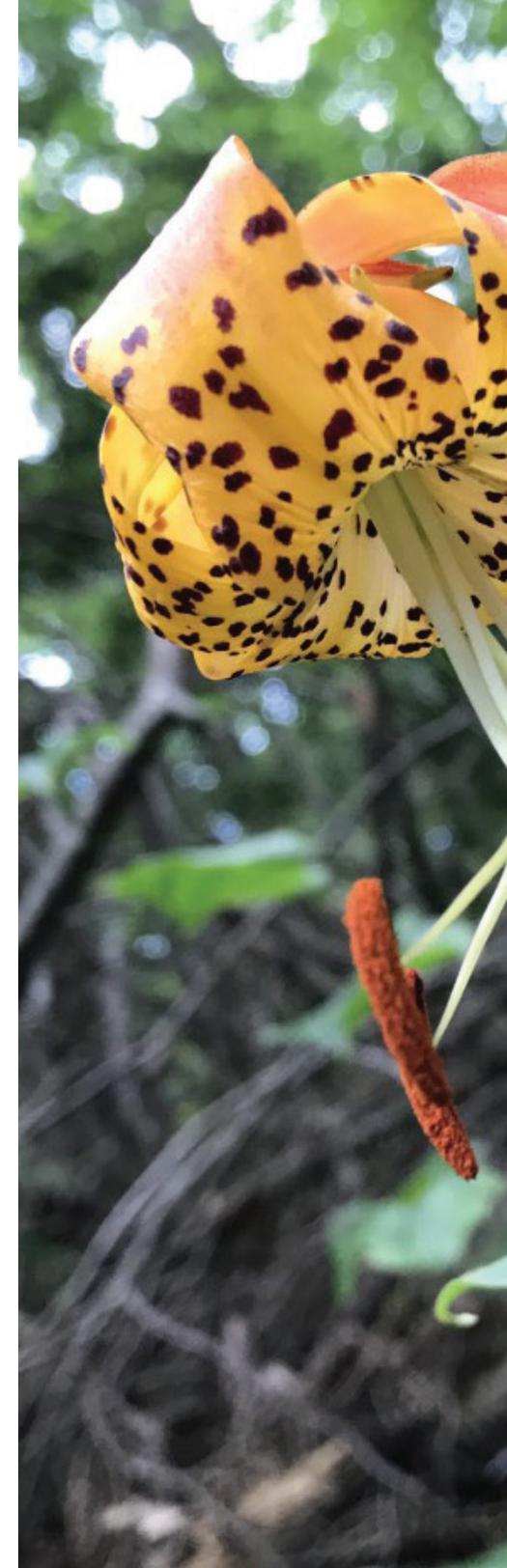
Ex-officio

**Andrew Burnett, MHA**

Ex-officio

**Jacy Warrell, MPA**

Ex-officio





## LETTER FROM THE CHIEF EXECUTIVE OFFICER

Rural Health Advocates,

What an exciting year to be a part of Rural Health! If I had to sum 2022 into one word, it would be "Opportunity." This year was full of opportunities – to build new relationships, serve more members, and most importantly make a positive impact. To our board of directors, volunteers, funders, and more than 700 individual and organizational members, thank you for the opportunity to work alongside you to improve the health of Tennesseans.

This year we were fortunate to receive several state and federal contracts aimed at improving access to care, strengthening the rural health workforce, and reducing health disparities in rural Tennessee. These funds allowed us to hire an amazing team who impresses me daily with their commitment to doing good for others. I hope

every member will join me in thanking our staff, for the countless video meetings, emails, and site visits that go into planning events, delivering quality programs, and keeping the organization (and me) organized and running smoothly. They are truly the most dedicated people I've ever worked with.

The successes in the following pages are YOUR successes – our members, partners, staff, funders, and board of directors. I'm proud of you and look forward to what 2023 holds.

To good health,

Jacy Warrell, MPA  
Chief Executive Officer, RHA



## STAFF MEMBERS

**Jacy Warrell, MPA**  
Chief Executive Officer

**Dorshonda Evans, BSHA**  
Membership Director

**Allie Haynes, BA**  
Membership Manager

**Patty Lane, MHM**  
Workforce Development Director

**April Judkins**  
Middle TN Workforce Coordinator

**Beth Keylon, BA**  
Workforce Development Asst. Director

**Andrew Hawkins, BS**  
Patient Navigator Manager

**Shayla Wilson, Ed.S.**  
School Health Manager

**Alicia Calloway**  
Chief Operations Officer

**Maddy Rymer, BS**  
East TN Workforce Coordinator

**Savannah Warrell**  
Communications Coordinator

**Savannah Lee**  
Administrative Assistant

# Advocacy

## ➤ National Rural Health Association Policy Institute, February 9, 2022

Topics of conversation ranged from discussing the 340B drug program, the Rural Health Clinic Modernization Act, and the importance of programs such as the National Health Service Corp, and the Rural Communities Opioid Response Program (R-CORP).

Photo, top row l-r: Representative Kustoff (District 8); Jacy Warrell, RHA; Ruby Kirby, Bolivar/Camden General Hospital. Bottom row l to r: Jackie Cavnar, RHA; Mark Lynn, Healthcare Business Specialists; Allie Haynes, RHA



.....  
**We identify rural health concerns and work to resolve those issues through service, education, and advocacy.**  
.....

## ➤ RHA's Day on the Hill, March 9, 2022

Annually, RHA participates in Day on the Hill, harnessing the opportunity to discuss rural health issues with state legislators in Nashville, including:

Senator Bo Watson (District 11), Representative Johnny Shaw (District 80), Representative Chris Todd (District 73), Representative John Ragan (District 33), Representative Jay D. Reedy (District 7a4), Senator Page Walley (District 26), Representative Bud Hulsey (District 2), Senator Bill Powers (District 22) Senator Shane Reeves (District 14), Representative Kirk Haston (District 72).



 [View and download RHA's 2022 Advocacy Agenda HERE](#)

 [View and download the Naloxone Act "explainer", this bill was passed on March 10<sup>th</sup>, 2022](#)



# New Resources!

## ➤ Men's Health Network, supported by RHA, developed a Certified Men's Health Educator training course

This course is for healthcare professionals who are passionate about helping boys, men, and their families achieve true health and wellness. It is being offered free to a limited number of healthcare and non-clinical professionals who are interested in improving the health of those in their community, and who live or work in specific rural counties in Tennessee.

👉 [CLICK HERE to find out more and register to get certified free. Use RHA2022 for your 100% Discount](#)

**56** Certified Men's Health Educator certificates awarded to date!



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**We provide members, partners, and communities with skills, strategies, and connections to support effectiveness and sustainability.**

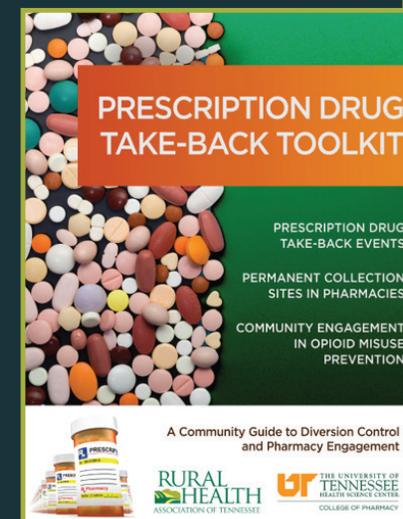
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## ➤ Prescription Drug Take-Back Toolkit: A Community Guide to Diversion Control & Pharmacy Engagement

Developed in partnership with the University of Tennessee Health Science Center College of Pharmacy, the Prescription Drug Take-Back Toolkit: A Community Guide to Diversion Control Pharmacy Engagement provides action plans, best practices, examples, and materials for pharmacies and community-based organizations when implementing the following SUD-reducing strategies:

- Strategy #1: Prescription Drug Take-Back Events
- Strategy #2: Permanent Collection Sites in Pharmacies
- Strategy #3: Community Engagement in the Prevention of Opioid Misuse

👉 [View and download the Prescription Drug Take-Back Toolkit](#)



# Workforce Program

→ The workforce program, first piloted in West Tennessee and later expanded statewide, began with a simple question: How can RHA leverage their K-12 school and healthcare members to address rural workforce shortages using the DOL Apprenticeship model?

For the past two years RHA has established new relationships with high school Career and Technical Education (CTE) directors, technical and community colleges, long-term assisted living facilities, and state-level Department of Labor (DOL) entities through a grant-funded pilot aimed at introducing youth to careers in healthcare.

RHA collaborates with K-12 schools, community and technical colleges, and employers to support more than 200 individuals achieve careers in healthcare.

## → RHA's Workforce Program Impact

46 ... 91 ... 232 ... 234 ... 273 ... 308 ... 511

Workforce Employer Partners

Academic Books Provided

Workforce Participants

Sets of New Scrubs Provided (Uniform Advantage)

Students Received Support for Tuition/Fees

Transport Assistance Services

Workforce Readiness Participants

\$133,348 .. \$51,958 .. \$33,095 .. \$37,825 .. \$6,210 .. \$4,620

Total Provided to Workforce Participants

Total Provided: Scrubs, Books, & Tuition (DELTA Participants)

Total Provided: Books, Tests & Tuition (CDC Supp. Service)

Total Provided: Supportive Services & Scrubs

Total Provided to High Schools

Total Provided: Training (CDC Prof. Day)





Top row, l-r: Student earns Certified Phlebotomy Technician (CPT); Cleveland State Community College; Cumberland County High School Students complete RHA's Workforce Readiness Certificate Program. Second row, l-r: Students complete CNA training at NHC Cookeville; Pine Meadows Phlebotomy Graduates. Bottom row, l-r: Ian Touce - Lifespring; Community Clinic of Shelbyville and Bedford County; Students at Moore County High School.

# Building Vaccine Confidence, Reducing Health Disparities, and School Health

## → Education and Outreach Impact

In April 2022, RHA received a contract from the Tennessee Department of Health, Office of Health Disparities Elimination, to provide education programs, training events, and outreach that reduce health disparities and promote vaccine confidence.

Since September we've worked to improve rural health in the following ways:



## → Health Care Enrollment Assistance Impact

During the Public Health Emergency there has been an increased need for assistance and referral programs like assistance enrolling people in health insurance and Supplemental Nutrition Assistance Program (SNAP).

RHA is proud to bring Andrew Hawkins, Patient Navigator Manager to our team to help clinics, community-based organizations, and the people they serve enroll in TennCare, ACA Marketplace plans, and other social services.

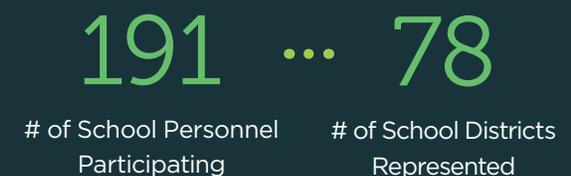


## → Coordinated School Health Impact

For 23 years, RHA and Coordinated School Health have been working together to improve health outcomes for students.

Twelve new resources were developed between August and December 2022. Guides were developed to provide coordinators with examples of successful programs, projects, and initiatives in Tennessee districts. A School Health newsletter fostering student well being and academic achievement was created to provide professional development, grant opportunities, COVID-19 information, and relevant resources.

In 2022, RHA membership with Coordinated School Health increased to:



# Annual Growth: Membership, Public Awareness, and Financials

## Membership, RHA has more than:



## Financials

*Based on preliminary analysis as of January 5, 2023, final numbers may vary slightly*

Revenue		Expenses	
Grants:	\$1,074,529	Administrative:	\$146,258 (12%)
Conference:	\$128,935	Program:	\$1,129,486 (88%)
Membership:	\$20,065		
Other:	\$14,444		

## Public Awareness:



**We believe in the power of listening and learning through direct service, advancing professional knowledge and development, and elevating voices of rural Tennesseans through advocacy.**

# Committee Volunteers

Our Committee Volunteers freely give their time and talents to advance our Mission, Vision, and Values.

## → RHC Advisory Committee

Approximately 8 hours of meetings

Tammy Crawford, Hometown Health Clinic  
Freda Russell, St. Thomas, Three Rivers  
Deborah Chumley, Servolution  
Tyler Melton, UT College of Pharmacy  
Mischelle Ferrell, Cumberland Family Clinic  
Candace Garrett, Ascension Saint Thomas  
Laura Hunt Trull, ETSU Center Rural Research  
Marcus Flatt, Office of Rural Health  
Kelly Shearin, Amerigroup



Tammy Crawford, Hometown Health Clinic; Jacy Warrell, RHA; Mischelle Ferrell, Cumberland Family Care - Van Buren at the National Association of Rural Health Clinics Conference.

## → Legislative Committee

Approximately 12 hours of meetings

Jackie Cavnar, Chair  
Kathy Atwood  
Elaine Jackson  
Anna Hurt  
Freda Russell  
Hal Leftwich  
Deborah Murph  
Christopher Loyke  
Beth Anne Fox  
Ruby Kirby  
Dana Cobb  
Rick Wallace  
Lisa Beasley  
Tyler Melton  
Candace Garrett  
Donna Moore  
Bill Dobbins (staff)  
Jacy Warrell (staff)  
Dorshonda Evans (staff)  
Allie Haynes (staff)

## → Conference Committee

Approximately 15 hours of meetings

Anna Hurt, Chair  
Jackie Cavnar  
Lori Paisley  
Rick Wallace  
Leslie Brasfield  
Elaine Jackson  
Kathy Atwood  
Dana Cobb  
Suzy Sonnier  
Tyler Melton  
Freda Russell  
Erica Johnson Lockett  
Ashley Long  
Shayla Wilson (staff)  
Dorshonda Evans (staff)  
Allie Haynes (staff)

# \$13,000

Minimum Value of In-kind Service  
Provided by RHA Committee Volunteers

Based on the Independent Sector's 2022  
"Value of Volunteer Time" report, \$29.95<sup>1</sup> hourly

<sup>1</sup>Independent Sector, 22 April 2022, <https://independentsector.org/resource/value-of-volunteer-time/>



# Rural Health Spotlights

➤ RHA celebrated National Rural Health Day in Pigeon Forge, TN November 17, 2022, to honor those who work every day to help keep Tennessee healthy.

These individuals were recognized for their outstanding service to rural health:

- Jerry McEwen Hero Award - Dr. Lawrence Jackson
- Legislator of the Year - Congressman Mark Green & State Senator London Lamar
- Award Of Merit - Mr. Samuel LaFave and Mr. Jered Croom
- Rural Health Professional of the Year - Dr. Jana Dreyzehner
- Bill Moats Meritorious Service Award - Deborah Chumley and Alicia Metcalf
- Eloise Hatmaker Award - Mary Ann Watson and Kristin Neal with Tennessee Center for Health Workforce Development
- Al Grant Award - Dr. Barbara Levin
- Rural Practitioner of the Year - Amy Smith, PA
- Exemplary Project Award - Volunteer Behavioral Health Systems Co-Responder Program
- Collaboration Award - UTHSC College of Nursing; Alcoa City Schools with TCAT Knoxville; Premier Primary Care



👉 [CLICK HERE](#) for photos of the awardees!

➤ RHA's Annual Conference, "Collective Impact: A Call to Action" was November 16–18, 2022 in Pigeon Forge, TN

➤ [Other Notable Rural Health Spotlights!](#)

## Platimun Sponsors



## Gold Sponsors



## Silver Sponsors

JACO  
North American Healthcare Management Services  
Concord Medical Group  
Midwest Health Care, Inc.

## Bronze Sponsors

Affect Therapeutics  
Aledade, Inc.  
BlueCare Tennessee  
Butterfly Network  
Call a Dr. Plus  
Camelot Care Center  
Care Solace

## Centerstone

ESS Emergency Staffing Solutions  
Main Street Health  
PatientPoint  
Playworld Preferred  
Tennessee Academy of Family Physicians  
United Healthcare  
Weakley County Emergency Management Services  
Western Governors University (WGU) Tennessee  
Wound Solutions

[Rural Health Association announced by the Department of Labor as an Apprenticeship Ambassador](#)

[Allie Haynes appointed to Tennessee Council on Developmental Disabilities](#)

[Tennessee Public Health Association presents Rural Health Association of Tennessee with Partnership Award](#)

[Division of Health Disparities](#)

[Elimination recognizes Dorshonda Evans](#)

[Certification costs stand between some rural students and a career in healthcare. Now there's a grant for that. WPLN News Online \(Nashville Public Radio\), February 2022](#)



[www.tnruralhealth.org](http://www.tnruralhealth.org)