



Idaho Rural Health Association
Idaho Rural Health Heroes

Annual Meeting & Awards Reception

October 23, 2019

5:30 - 8:00 PM

The Riverside Hotel

North Star Room

Boise Idaho



Thank You to Our Awards Sponsor

Magellan
HEALTHCARE

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Agenda

- 5:30 - Welcome—Mingle, appetizers
- 5:45 - President's Message—Michelle Schaeffer
Board election results and past president recognition

- 6:00 - Rural Behavioral Health—Keith Davis, MD
Shoshone Family Medicine Center, moderator
- 6:10 - Panel Discussion—Melinda Smyser, Governor's Advisory
Group on Opioids & Substance Abuse; Denise Jensen,
Center for Drug Overdose & Suicide Prevention; Lachelle
Smith, ECHO Idaho

- 6:45 - National Rural Health Week— Mary Ann Reuter
- 6:50 - Sponsor Comments—Brian Smock, Vice President of
Network Development, Magellan Healthcare

- 7:00 - 2019 Idaho Rural Health Heroes Awards—
Katy Searle, Firth Medical Center; Brad Huerta, Lost
Rivers Medical Center; Jen Yturriondobeitia, Ynot
Innovators; Neva Santos, Idaho Academy of Family
Physicians; Joyce Lyons, North Central Health District;
Amber Villelli, Kaniksu Health Services

- 7:45 - President-Elect's Message—Melody Weaver
Legislative luncheon event and policy issues
- 8:00 - Thank you—Mingle, appetizers



*"The most exciting and rewarding thing about working in rural health is all the wonderful patients and employees that I've been able to form lifelong friendships with. We are like a family at the clinic."
- Katy Searle*

Kathleen Searle, Firth Medical Center

Katy Searle, FNP-C, has provided health care to the community of Firth in southeast Idaho since 2004, and has been the owner of Firth Medical Center since 2005. She grew the clinic, which serves about 500 patient visits per month in a community of 400, into a successful practice with 11 employees and three nurse practitioners. She also serves as a preceptor for nurse practitioner students, introducing them to rural health care.

Katy was nominated as the Bingham County Business of the Year in 2016 and is recognized as a NCQA Patient Centered Medical Home (PCMH). She shares her knowledge with others as an active participant with the Nurse Led Care Consortium, publishing on sustainability of rural practices and practice transformation. She's is an exemplary model of a rural practitioner who is an integral part of her community.

"The greatest opportunity and challenge will be to find other people to follow in our steps.

Our jobs must include bringing along a newer generation that shares our dedication, values and love of rural health."

- Brad Huerta



Bradley Huerta, Lost Rivers Medical Center

Brad Huerta, MPA, is committed to rural health and keeping rural health care close to home. As chief executive officer for Lost Rivers Medical Center in Arco, Idaho, he entered his position with the odds against him. Like many critical access hospitals in the U.S., the facility was facing the possibility of closing its doors.

Brad was able to trim down budgets while investing in new, needed technologies and focusing heavily on recruitment. He used Arco's unique landscape near the City of Rocks to his advantage, recruiting physicians who enjoyed the outdoors and were willing to work part-time. The approach paid off, and now Lost Rivers is fully staffed and doing well.

With 63 full-time employees dedicated to rural health, Lost Rivers Medical Center is the largest employer in Butte County.



"Primary and specialty care practices in Idaho are interested in implementing integrated behavioral health programs. Rural health is the future for untapped resources in innovation."

-Jen Yturriondobeitia

Jennifer Yturriondobeitia, Ynot Innovators

Jennifer Yturriondobeitia (Jen Y), MSW, has been an active supporter of rural Idaho practices for many years. She's been instrumental in helping rural health clinics gain PCMH recognition and integrate behavioral health, clinical pharmacy and community health EMS into their primary care practices.

Jen has also been actively involved in grant work to help rural sites improve their services to patients through opioid use disorder treatment and medication assisted therapy (MAT). Rural is clearly her passion and she is an extremely knowledgeable and inspiring leader in rural health care services.

Formerly with St. Luke's Health Partners, she is now directs behavioral health programs for Arete Provider Network and for the nonprofit Cornerstone Whole Healthcare Organization.

"Our rural communities are the heart and soul of what makes Idaho so amazing. I'm honored to work with our rural family doctors and medical students to help improve healthcare access throughout our state."

- Neva Santos



Neva Santos, Idaho Academy of Family Physicians

Neva Santos, CAE, has led the Idaho Academy of Family Physicians as executive director since 1998 and in that role, has been a tremendous advocate for rural health issues, providers and hospitals in the state. She has also played a pivotal role in helping to connect resident physicians to rural and underserved communities, thus strengthening our rural physician workforce.

Neva serves on multiple boards and committees throughout the state to help transform the delivery of health care in Idaho, especially in rural and underserved communities. She has accomplished much in her tenure at IAFP, and our rural communities have Neva to thank for many of the recruitment successes they've had in bringing new physicians to Idaho.

She plans to retire from IAFP next year and we will miss her.



*"Technology is expanding rapidly and opportunities abound in telehealth to provide access to diagnosis and treatment options for behavioral health. In rural Idaho, technology and transportation issues are real."
-Joyce Lyons*

Joyce Lyons, North Central Health District

Joyce Lyons, PhD, LPC, is in the process of implementing the Rural Crisis Center Network in North Central Idaho. The network consists of small behavioral health crisis centers located in the rural communities of Region 2 Public Health District.

With a passion for behavioral health crisis intervention, Joyce promotes crisis centers that meet the needs of small rural areas so those in crisis do not need to go to the emergency room for services. She is knowledgeable and professional in advocating for the needs and rights of residents with mental health challenges.

Joyce works hard to build relationships that cross professional boundaries to establish a community of influence that fosters creative approaches and unique systems of care—ones that include access to a client's natural support systems.

“Living and working in a rural community creates awareness around the need for community health. You literally hear how you positively impact lives and how thankful people are for the services we provide.”
- Amber Vilelli



Amber Vilelli, Kaniksu Health Services

Amber Vilelli is the chief operations officer and director of clinical quality and performance improvement at Kaniksu Health Services, a federally qualified health center with five clinic locations in the rural northern counties of Idaho.

After achieving Level 3 PCMC status for all five sites, Amber now mentors other rural clinics on strategies for continuous quality improvement, team-based care, using health information technology for quality improvement (QI), improving the patient experience, and practice transformation.

Amber and her team excelled in the Healthy Hearts Northwest Initiative, funded by the Agency for Healthcare Research and Quality, by identifying and implementing successful QI interventions to improve outcomes for hypertensive patients.

Thank You

The Idaho Rural Health Association provides leadership on rural health issues through advocacy, communication, education and collaboration.

Thank you to our organization members:

Bingham Memorial Hospital in Blackfoot
Idaho Academy of Family Physicians
Idaho Alliance of Leaders in Nursing
Idaho Association of Nurse Anesthetists
Idaho Bureau of EMS and Emergency Preparedness
Idaho Bureau of Rural Health and Primary Care
Idaho College of Osteopathic Medicine
Idaho Health Data Exchange
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Minidoka Medical Center in Rupert
Pacific Northwest University of Health Sciences
Southwest District Health Department
SW Idaho Area Health Education Center at Jannus
Syringa Hospital and Clinics in Grangeville
The Hospital Cooperative
Weiser Memorial Hospital
Family Medicine Residency of Idaho/Rural Rotation Residents
Idaho WWAMI Medical Education Program/Trust Scholars

And dozens of individual members interested in rural health.



Idaho Rural Health Association
PO Box 2012 Eagle Idaho 83616
www.idahorha.org
208-901-5194