

NYSARH

ANNUAL REPORT
FOR 2020



GREETINGS FROM THE PRESIDENT

Every day is a good day to live rural. As we conclude another year of the New York State Association for Rural Health business, we have much to celebrate as we look back on our many accomplishments. For 2021, I applaud the efforts of our Board of Directors, committees, and staff who have worked tirelessly to have NYSARH's voice be heard.

COVID-19 caused not only NYSARH, but all organizations, to rethink operations during stay-at-home orders, lockdowns, and travel restrictions. As a state-wide organization, representing over 50 counties in New York State, we recognize that building close, strong relationships can be challenging when communicating across vast geographical areas. As such, I am proud to report NYSARH harnessed our virtual presence to connect authentically with our remote members to include, influence, and inspire across the virtual, and in this case physical, divide. Thank you for embracing this shift in communication and events.

Continuing down the virtual path, I would like to say "Kudos" to Alison Coates, Carrie Roseamelia, and the entire 2020 Conference Planning Committee for producing NYSARH's first ever virtual conference. While the world was shutting down, NYSARH opened the door for an incredible learning experience, virtual networking, and exhibitor events.

While COVID wreaked havoc on NYS's fiscal climate, I am pleased to report that NYSARH successfully advocated for the unfreezing of the 2019 Legislative Appropriation to support of Rural Health Networks and Rural Access Hospitals sponsored by NYS Senator Rachel May (D, WF- 53rd Senate District). As a result, 100% of our sub-recipients received all monies owed.

In 2020, NYSARH drafted its new three-year Strategic Plan (2021-2023). The following Focus Areas were identified as priorities through focus groups, member surveys, and data analysis: (1) Advocacy, (2) Capacity Building, (3) Education, (4) Membership, and (5) Collaboration. If you are interested in reviewing the 2021-2023 Strategic Plan, please visit nysarh.org/about-us/strategic-plan and download a copy today.

I encourage NYSARH Members to read this Annual Report as a Call to Action. Members are the backbone of the Association, and each member is encouraged to become involved and share your ideas, talents, and time. We are incredibly grateful to all our staff members through Health Workforce New York: Katie Rafferty, Kim Deshane, Ashleigh McGowan, and their leader Richard Merchant. Thank you to Sara Wall-Bollinger for leading our efforts as NYSARH's Director of Strategic Development. We are also grateful to our volunteer board of directors who devote their valuable time each year to help us fulfill our mission. We look to the future with hope and inspiration.

Despite the challenges, NYSARH accomplished a lot this year. Inside this report you will learn about the strategic plan, committee activities and member engagement.

I am honored to serve as President of NYSARH and look forward to a bright future for the Association.

Helen Evans

HELEN EVANS
PRESIDENT



OFFICERS

President: Helen Evans, Ardent Solutions, Wellsville Vice

President: Jack Salo, Rural Health Network of SCNY,
Binghamton

Treasurer: Ann Abdella, A2 Rural Health, Jamestown

Secretary: Alison Coates, Physician Assistant Studies,
Clarkson University, Potsdam

DIRECTORS:

Ann Battaglia, Healthy Community Alliance, Gowanda Barry
Brogan, North Country Behavioral Healthcare Network,
Saranac Lake

Charlotte Crawford, Lake Plains Community Care Network,
Batavia

Richard Kazel, Syracuse VA Medical Center, Syracuse
Nancy McGraw, Sullivan County Public Health Services,
Monticello

Gertrude O'Sullivan, Foundation for Community Health, Sharon
Claire Parde, Columbia County Community
Healthcare Consortium, Hudson

Michael Pease, Chief Executive Officer, The Chautauqua Center,
Jamestown

Paul Pettit, Genesee & Orleans County Health Departments,
Albion

Mandy Qualls, CNY Area Health Education Center, Dryden

Victoria Reid, Ellenville Regional Rural Health Network,
Ellenville

Carrie Roseamelia, Rural Medical Scholars Program,
Upstate Medical University, Syracuse

Mary Zelazny, Finger Lakes Community Health, Penn Yan

DIRECTORS WHO JOINED DURING 2020

Anthony D'Agostino, NYS Sheriffs' Association, Albany

Scott Emery, M.S. Hall & Associates, Syracuse

Bryan O'Donovan, UR Medicine - St. James Hospital, Hornell

DIRECTORS WHO EXITED DURING 2020

Theresa (Tess) Barker, Planned Parenthood of the
North Country, Watertown

Sylvia Getman, Adirondack Health, Lake Placid

THE RURAL HEALTH CONFERENCE GOES VIRTUAL !

Kudos to Conference Committee Co-Chairs Alison Coates and Carrie Roseamelia who crafted a very effective virtual conference designed to be responsive to the needs and interests of NYSARH members. This event engaged over one hundred people.

The innovative virtual format included plenary sessions each day plus small group discussions, networking opportunities, an exhibitor forum, sponsor recognition, workshops, student poster presentations and a digital conference book.

The conference themes, generated from a survey of members conducted over the summer:

- Telehealth
- Equity, Diversity & Inclusion as Determinants of Health
- Sustainability of Rural Health Systems and
- Rural Resilience and Innovation.



Committee Members:

Alison Coates

Carrie Roseamelia

Kris Stiegler

Coreen Bohl

Carly Lovelett

Gertrude O'Sullivan

Helen Evans

Ashley Conti

Mandy Qualls

Pat Fontana

Leanna Cleveland

Karin Blackburn

Sara Wall Bollinger

OUR STRATEGIC PLAN FOR 2021-2023

NYSARH launched a Strategic Planning process from June to November, culminating in a plan approved by the Board of Directors in January. <https://nysarh.org/about-us/strategic-plan/>.

NYSARH selected HPR Consulting to facilitate a process based on the Nonprofit Lifecycles approach <https://nonprofitlifecycles.com/>

The Steering Committee met during June and July. A virtual Board Retreat was held in August. All NYSARH members were invited to engage at the Annual Meeting in September. Board Committees developed the Action Plans from October to December.

Focus Areas

Collaboration

Advocacy

Capacity Building

Education

Membership

Strategic Plan Steering

Committee Members:

Mary Zelazny

Jack Salo

Claire Parde

Helen Evans

Alison Coates

Sara Wall Bollinger

Helen Stepowany



FINANCE COMMITTEE

NYSARH COMPETED ITS FIRST EVER FULL AUDIT IN 2020 [OF 2019]. THE ORGANIZATION RECEIVED A CLEAN OPINION, AND ALL REQUIRED PAPERWORK WAS FILED IN COMPLIANCE WITH REGULATIONS.

NYSARH ADMINISTERED A LEGISLATIVE APPROPRIATION THAT WAS SUPPOSED TO EXTEND FROM FALL 2019 TO SPRING 2020. DUE TO THE PANDEMIC, A PORTION OF THE PAYMENTS WERE DELAYED UNTIL SPRING 2021. WE ARE HAPPY TO REPORT THAT ALMOST \$1 MILLION HAS BEEN DISTRIBUTED TO RURAL HEALTHCARE ACCESS HOSPITALS AND RURAL HEALTH NETWORKS.

FINANCE COMMITTEE VOLUNTEERS UPDATED NYSARH'S FINANCIAL POLICIES THIS YEAR.

HISTORICALLY, NYSARH HAS RELIED ON THE ANNUAL RURAL HEALTH CONFERENCE TO GENERATE THE REVENUE NECESSARY TO FUND STAFF SUPPORT. THE 2020 CONFERENCE DID NOT GENERATE THE AMOUNT OF REVENUE THAT NYSARH HAD BEEN EARNING IN RECENT YEARS. THIS HAS PROMPTED THE BOARD OF DIRECTORS TO LOOK FOR WAYS TO DIVERSIFY REVENUE FOR THE ASSOCIATION.

Ann Morse Abdella

Ann Morse Abdella



Committee Members:

Ann Abdella (Chair)	Nancy McGraw
Richard Kazel	Jack Salo
Mary Zelazny	Helen Evans
Michael Pease	

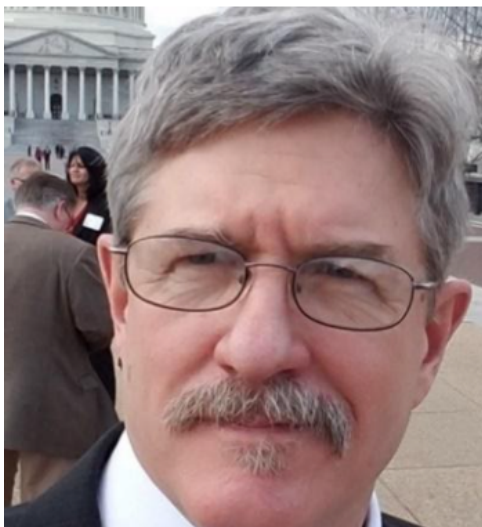
POLICY COMMITTEE

The Policy Committee has adopted a year-round approach to advocacy for Rural Health.

Key Issues this year included:

- Support regulations permitting audio-only telehealth [included in draft Medicare regs]
- Restore NYS funding for Area Health Education Centers [successful]
- Restore funding for Rural Health Care Access and Rural Network Development [partially successful]
- Reimagine Rural EMS [NYS Task Force bill passed]
- Convene the reauthorized Rural Health Council [in process]

Committee members met with 26 NYS and US legislators and/or their staff by zoom during January and February.



Barry Brogan

Barry Brogan

Committee Members:

Barry Brogan (Chair)

Claire Parde

Nancy McGraw

Paul Pettit

Ann Abdella

Bryan O'Donovan

Mandy Qualls

Scott Emery

Victoria Reid

Helen Evans

Ali Coates

Liz Urbanski Farrell

Anne Marie Snell

Rob Wingate

Courtney Shaler

Susan Williams

Membership Committee

Based on the current trends being seen throughout the country NYSARH formed a Diversity Equity & Inclusion committee to address this need within NYSARH. As a first step, this group is analyzing 2020 census data to help NYSARH more accurately look like the folks located in our rural areas.

Committee Members:

Michael Pease (Chair)

Charlotte Crawford

Mandy Qualls

Alison Coates

Tony D'Agostino

Scott Emery

Carrie Roseamelia

Helen Evans

Heather Brown

Matt Scollin

Michael Pease

Michael Pease



Governance Committee

The Governance Committee implemented a Board Matrix to assist with the selection of board member nominees. Elections were held in September.

NYSARH held a Board Member Training in November that was recorded so that all members could take advantage of this opportunity. The training was provided by the New York Council on Nonprofits [NYCOM].

Committee Members:

Claire Parde (Chair)

Gertrude O'Sullivan

Ann Battaglia

Bryan O'Donovan

Carrie Roseamelia

Helen Evans

Claire Parde

Claire Parde



EDUCATION COMMITTEE

NYSARH was pleased to partner with the New England Rural Health Association [NERHA] for the monthly webinar series. We appreciate the support of the Foundation for Community Health to support this collaboration and the webinar series. We typically have about fifty participants each month.

New this year is a relationship with the University of Rochester to provide continuing medical education [CME] and continuing education units for social work when the webinar content is appropriate.

Victoria Reid

Victoria Reid

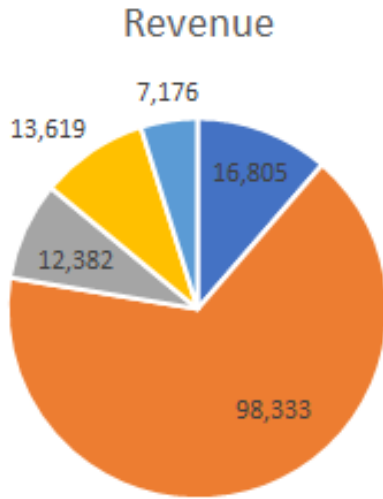


Committee Members:
Victoria Reid (Chair)
Gertrude O'Sullivan
Tony D'Agostino
Helen Evans
Kris Steigler
Pat Fontana
Ashley Conti

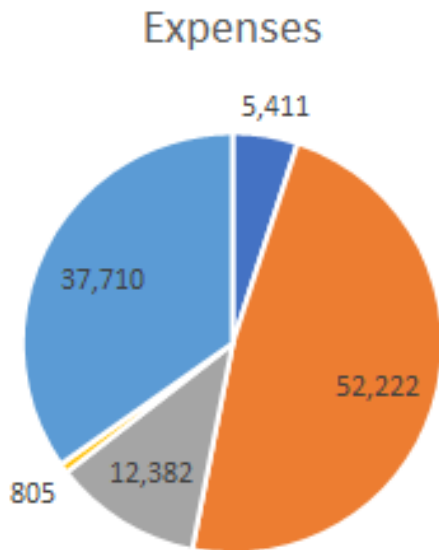
Recent Webinar Topics Have Included:

- Domestic Violence and Sex Trafficking
- Community Health Workers
- Community Paramedicine
- Trauma Informed Care
- Telehealth Palliative Care
- Suicide Prevention
- Telehealth and Covid-19
- Rural Health Workforce

FINANCIAL OVERVIEW: NYSARH 2020



■ Conference ■ Appropriation ■ National RHA ■ Membership ■ Other



■ Conference ■ Administration ■ National RHA ■ Membership ■ Programs

The 2020 Financial Statements have been audited by Pinto, Mucenski, Hooper, VanHouse & Co., which issued a clean opinion.

NYSARH was awarded a Legislative Appropriation contract with the NYS Office of Rural Health in 2019 which continued into 2021 due to delays caused by the pandemic.

During 2020 NYSARH facilitated pass-thru funding of \$713,300 to Rural Healthcare Access Hospitals and Rural Health Networks.

NYS Association for Rural Health
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www.NYSARH.org

THE 2020-21 NYSARH TEAM

Karin Blackburn
Sara Wall Bollinger
Ashleigh McGowan
Christa Parish
Katie Rafferty
Kris Merchant
Kim Deshane
Ben Aldrich
Ava Boal



