

**CAPITOL ASSOCIATES**

**Moderator: Bill Finerfrock  
July 24, 2012  
1:00 pm CT**

Operator: Please standby. We're about to begin.

Good day and welcome to the Rural Health Clinics Technical Assistance National Teleconference Series: Diabetes Education Program for Rural Health Clinics conference call. Today's call is being recorded.

At this time I'd like to turn the conference over to Bill Finerfrock. Please go ahead sir.

Bill Finerfrock: Thank you Operator and I want to welcome everyone to today's Rural Health Clinic teleconference call on diabetes education program for rural health clinics. My name is Bill Finerfrock and I'm the Executive Director of the National Association of Rural Health Clinics, and I'll be the moderator for today's call.

As you know, diabetes is in epidemic proportions in the United States and patients often struggle with gaining control of their diabetes. The Illinois Critical Access Hospital Network, ICAHN, has participated in a collaborative effort between the Nurse Practitioner Healthcare Foundation and Krames StayWell in the development of a diabetes management program directed to the diabetic patient in the form of an educational resource called the Personal Guide to Better Health:

Managing Your Type 2 Diabetes, which is presented in easy-to-understand language in both print and interactive Web-based formats.

The goal is to help people with diabetes and pre-diabetes gain skills in self-management of their conditions. The Project team is very interested in promoting the initiative to rural health clinics, and we're providing them with this forum to help them in that process.

Our speaker today is Erin McCarthy. Erin is the Program Coordinator for Health Solutions with Krames StayWell based in Greensboro, North Carolina. Erin will present remarks and information for about 45 minutes with the remaining 15 minutes reserved for your questions.

This series as you know is sponsored by the Health Resources and Services Administration Federal Office of Rural Health Policy in conjunction with the National Association of Rural Health Clinics.

The purpose of the series is to provide RHC staff with valuable technical assistance and RHC-specific information. Today's call is the 48th in this series which began in 2004.

During that time, there have been over 13,000 combined participants on the bi-monthly RHC national teleconferences. As you all know, there's no charge to participate in the series, and we encourage you to refer others who might benefit from the information to sign up to receive announcements regarding dates, topics and presentations.

The Web site for that information is [www.hrsa.gov/ruralhealth](http://www.hrsa.gov/ruralhealth) -- one word -- R-U-R-A-L-H-E-A-L-T-H/policy/confcall -- C-O-N-F-C-A-L-L -- /index.html - H-T-M-L.

([www.hrsa.gov/ruralhealth/policy/confcall/index.html](http://www.hrsa.gov/ruralhealth/policy/confcall/index.html))

During the question and answer period, we request the callers please provide your name, city and state location before your question. And in the future if you have questions or topics for this program, please send them to info -- I-N-F-O -- @nahrc.org ([info@narhc.org](mailto:info@narhc.org)) and put RHC Question or RHCTA topic in the subject line. All questions and answers, we will try to get you a response.

At this time I'd like to turn it over to our speaker Erin McCarthy with Krames StayWell Corporation. Erin the floor is yours.

Erin McCarthy: Well thank you so much. That's a great introduction and I'm thrilled to be on the call and to introduce to you this free resource, A Personal Guide to Better Health: Managing Your Type 2 Diabetes. So if you've clicked on the link that was provided on the conference call dial-in, you'll see the slides.

We'll just walk through the slides. And if you don't have the computer in front of you, that's okay because hopefully we can just describe everything to you over the phone.

So if you move on to the second slide, as Bill mentioned, this resource was developed by the Nurse Practitioners Healthcare Foundation, Krames StayWell and the Illinois Critical Access Hospital Network.

The purpose of this was to ensure that patients and their families, friends and caregivers have the resources they need to achieve effective and safe diabetes management.

According to the CDC, diabetes is the seventh leading cause of death in the US, and also we found out in our research that rural adults are 16% more likely to have diabetes and are more likely to receive inadequate care. So that's why we came together to create this guide.

If you move on to the next slide, some of the goals that we're going to cover in this webinar are ways to use the guide, we're going to walk you through the guide step by step, demonstrate some of the key features, answer any questions and also provide support for incorporating the resources into your practice. As Bill mentioned, this will be archived on the Web site so you can go back to it at any time.

Next slide, the interactive guide is a 32-page self-care workbook. It is designed to help your patients make daily decisions to better manage the diabetes. This is available online at [www.nphf-ksw.com/diabetes](http://www.nphf-ksw.com/diabetes).

The great thing about this guide is that it's easy for people to use because it's low literacy. People who are not familiar with the computer can use the print version. And by integrating this into your program, you can help improve your patient outcomes, reinforce your image as an innovative health educator, increase your patient satisfaction, help generate referrals and demonstrate your commitment to preventative care and diabetes disease management.

So moving on to the next slide, the content is divided into seven chapters and you'll see these chapters listed here. The reading levels are the Flesch-Kincaid Grade Level is 8.1. The reading ease is rated at 62.7, so it's designed for a lower literacy audience. The last chapter is actually called Understanding Medical Words, which is a glossary.

Okay, next slide. This is a list of all the printable handouts and worksheets. So as we go throughout the guide you'll see that there's all kinds of personalizable (sic) print tools.

So whenever you see the little Print icon -- which I'll demonstrate to you guys -- just click that and a PDF will appear. These are worksheets and logs - handouts that you can use with your patients. It's a great way to keep track of important information.

Next page, so again what is A Personal Guide to Better Health: Managing Your Type 2 Diabetes?

Like I said, it's a 32-page interactive workbook. The entire workbook is audio-enabled, so it's great for patients who have a hard time reading.

The content is divided into seven chapters. At the end of each chapter there's a learning check, and that helps test patients' understanding of each chapter. There are videos embedded throughout and these address topics like eye disease, foot care, blood sugar testing. It adds a really nice interactive element.

There's a narrated animation sequence that covers the complications of diabetes. And as I said, there's all kinds of printable worksheets and charts throughout.

Our company Krames StayWell does many of these interactive workbooks, and this Web-based approach offers a lot of assistance to patients that may have reading or vision problems.

So the next page we'll talk about different ways how to use this guide. It's really great for one-on-one patient teaching. You can use it with a patient in a one-on-one setting and you can pace the use of the workbook to their individual learning needs.

You can always print the handouts and worksheets as homework. They can fill that out and bring that back with them to the next session. It's also great for group visits. So because it's online-based, you can show it on a screen and help stimulate discussion and group topics.

It's also great for community presentations. So if you're showing a presentation to a large group, it kind of helps people understand how complex diabetes really is. So it's great for multiple learning situations.

Moving on, this next slide is called Guiding Your Way. And as you work through the guide, you'll see these different buttons that appear throughout. These different function keys really help you move very easily between reading, listening, viewing the videos, and you can access the Print tools.

And starting at the top, there's a Print icon. Whenever you see that little icon that means there's a Print tool. So just click that and a PDF will open in a separate window. And that's the Print tool.

The Audio button is exactly what it sounds like. Just click that little Audio button and the text of that page will be read out loud. The little Play button, you'll see that when there's a video or an animation that will appear. So just click that and the video will open up.

Highlighted text - throughout the whole guide, you'll see many words that are highlighted in red. Whenever you see that red highlighted text, you just click and the definition of that word will pop up in a separate window.

Next is the Learning Check icon. It's a checkmark. You'll see that box at the end of each chapter. And if you click on that, it'll open up a short quiz that will lead your patients through some of the topics that are covered in that chapter. And then as soon as they answer - click an answer, the correct answer will pop up at the bottom. It's another way to encourage conversation.

So on the next page let's talk about some of the features. So right here is a screenshot of what the guide looks like when you have it open. You'll see there's navigation arrows to the right and left of each page.

It's just like clicking through a book or flipping through a book. You just click the forward arrow to flip the page forward or to click back, you click on the left-hand arrow. It's very easy to use, even for those folks who may not be as computer-savvy.

At the bottom of the guide you'll see the Menu Bar. And from here you can access the index, you can print certain pages, you can enable email and social media functions, you can access the Help Menu and do all kinds of searches. And I'll demonstrate some of these things when we go to the actual guide here shortly.

On the next page we show you some other features. As I mentioned, the entire workbook is audio-enabled. So whenever you see the little Audio icon, just click and it will read that aloud to you.

Again the red highlighted words are the popup glossary. It explains medical terms in easy-to-use, everyday language. And then the videos and animations, you just click the little Play button and that'll play for you.

On the next page there's a couple more features to show you. You'll see the Learning Check that I described there at the end of the chapter there. That's the checkmark.

And then on the next page you'll see the principle worksheet and log. So that's what that looks like, you just click the little print Icon underneath and you can print that out.

We found these are really great tools for patients to share with their family members. If they want to write down what they learn in their session, there's tools for writing down keeping track of your healthcare provider visit, medication logs, you know, blood glucose readings, everything.

Now let's move onto the next page. This is a close-up of the menu bar that you'll see that appears at the bottom of the guide. Again, it's very intuitive and easy to use even for folks who may not be as familiar at the computer.

The navigation arrows, so if you want to click to the very first page or very last page, you'll see those two buttons on either end. The index, the prints, the share button, I'll explain that in greater detail in a minute.

The help button is the question mark and that pops up the help page that covers pretty much every topic that you might come across if you have any questions.

The search function very easy to use, you just click that and the search box pops up. You can type in any search term you might be looking for and a box will pop up and show you all the different pages that the term appears on throughout the guide.

So it's very handy to be able to skip back and forth to relevant content. Moving on, just to go into a little bit more detail about the sharing feature, this is a new feature that we recently added and it's been great.

It's a really cool way to share the guide with all kinds of people no matter where you're located. So we found that sharing is the really important part of adult learning, so what's cool about this if you click the little sharing button on the bottom menu bar, that's the one that looks like a little envelope, a box will pop up.

And it allows you to send a link to the guide to anyone's email address. So you can send it to your own home computer, send it to a patient's computer, you can send it to either a group email or send it out to a whole group.

And then the box also allows you to share the workbook on your Facebook page, on Twitter or LinkedIn. It's really cool and it allows even more people to access the guide.



So next page, this is a demonstration of some of the guide features that we're going to cover. But let's wait until the end to do that, it's much easier to go through it rather than just hearing about it.

So let's go on to the next slide, you'll see it says Guiding Your Way help page. So if you click on the question mark icon that's on the bottom menu bar, this page will pop up. And it's called Guiding Your Way and you might want to print that page out and keep that handy as you're using the guide.

It basically just gives an overview of all the different menu bar and feature icons that I just described. So, on the next page we have created online survey that we would really love to hear your feedback on.

So after you've had a chance to play around with the guide, experiment with it, spend a little time checking out the different functions, we would really love to get your feedback as well as your patient's feedback.

The survey is designed for both healthcare providers and patients and you guys are the ones out there in the field using this. So we really greatly appreciate all of your feedback because the great thing about having an online guide like this is that we can change it and make improvements to it all the time.

So where can I find this guide? Well, it's very easy. You just go to [www.nphf-ksw.com/diabetes](http://www.nphf-ksw.com/diabetes). Instead of having questions right now let's go ahead and go to the next page.

Now as you're using this guide there's other resources that are available to you. We have a whole website that's set up just for this resource and other resources very similar but on different topics. It's at [nphf-ksw.com](http://nphf-ksw.com) and you can also order free print copies of the guide at the site.

They come in boxes of 100 and they're completely free. You can place as many orders as you would like. So definitely make a note of that website and order your free print copies.

It's kind of nice to have the print copies to go along with the interactive guide. It's the same exact guide. Of course, the print doesn't have all the interactive tools, but it's really a nice complement piece to have both.

And then the last slide has my contact information, and please feel free to contact me at any time if you have any questions or ideas. So let's go ahead if you could if you have your computer up in front of you.

Click on that link on [nphf.ksw.com](http://nphf.ksw.com), I'll give everyone a minute to get there.

Bill Finerfrock: (Erin), does it make a difference as to what, you know, what you use whether it's Internet Explorer or Firefox or Mozilla or what type internet prot- whatever you use, do you have a recommendation or does it make a difference?

Erin McCarthy: Yes, that's a really great question. Actually if we go to the -- let's go ahead and open the guide. The very inside front page of the interactive guide has recommended internet browsers so it'll give you a couple of suggestions for the best way to view the guide.

So that's a really good question. I'll show you that in just one second. So if you guys are at that main page, [nphf-ksw.com](http://nphf-ksw.com), you'll see the top menu bar. Do you see where it says patient resource guides? You'll see that Managing Your Type 2 Diabetes is the second one listed. Feel free to go to the other ones too, the Blood Fats guide which is the top one and then if Chronic Pain, which is the third one listed.

Those are also free interactive workbooks that also have free print books too, so feel free to check out those resources as well. But if you click on Type 2 the interactive guide pops up. So this is what it looks like, you'll see the last-hand facing page. It's a letter from us that describes, you know, the background behind the guide.

You'll see the menu bar that I described at the bottom. And then to open the guide just click on that arrow and it will bring you to the next page. So to answer your question Bill you see underneath where it says inside the workbook, it'll it say - it says listed viewing and it lists the different versions of browsers that would be best suited for this.

Bill Finerfrock: Yes, the reason I had asked was that I had originally opened it in Firefox and it wasn't giving me a proper display. When I switched over to Internet Explorer it - I'm getting the functionality that you were referencing, so...

Erin McCarthy: Oh, okay. Yes, I personally - I usually use Chrome for the guide because I think that works really well, but yes feel free to, you know, explore and kind of play around the different browsers to get the one that works best on your computer.

So working out this first opening page you'll see here's the guiding your way section that I was talking about. This gives you a quick overview of the different function keys that appear throughout.

You'll see that your cursor if you hold it over the text, is a little magnifying glass - that's your zoom function. So that can be very helpful to people that may have difficulty reading the words on the computer screen, just zoom in and then you just click it again and it'll zoom back to normal view.

So the navigation arrow there in the - on the right-hand page you can click that to look for the next page. You can also just hold your cursor over the bottom right-hand corner and it flips right through.

You can also navigate by these navigation arrows at the bottom menu bar, so there's several different ways you can work through the book. Now looking at the bottom menu bar you'll see the index button, that's the one that's the third one in from the left.

If you click that, a window pops up and it shows all the different pages throughout the book. This is a way to quickly to just skip through the different pages without having to flip through all the pages.

The next button you'll see is the print button. If you click that, a window pops up very similar to the index. You'll see all the thumbnails of all the pages in the book. You can click the "select all" button to print all the pages or you can go through and individually select whatever pages you want to print. It's kind of nice if you want to print certain pages.

The next button is a sharing button. This is the one that I was talking about that allows you to send emails. If you click the Bookmarks tab, you'll see the way to share it Facebook, Twitter, LinkedIn, all that good stuff, so that's a lot of fun.

Now the next button is the Help button. If you click that, you'll see the Guiding Your Way Help page pops up. This is the one I was saying that might be a good idea to print. You can keep that handy for the first few times you go through the guide.

Next button is the Search button, it's the little magnifying glass one. So if you click this, a little a window pops up to search. So I'm going to type in a search word, let's use carbohydrates.

So I'm typing "carbohydrates" into that little box. I click "search" and all the different places where the word carbohydrates pop up. Wherever the word carbohydrates appears in the book, it'll list it and now you just click on that and that takes you right to that page where the word is - where it appears.

It's kind of handy if you're just looking for certain words. So let's move through the guide a little bit. Let's see I'm on Page 10, and if you look at Page 10, I'll give you a minute to get there.

Okay, if you look at the top left-hand to the blue box right there, it's an audio button. And these audio buttons are on every page because the entire book is audio enabled.

You probably can't hear at my computer but I'm going to click the audio button and it's reading this out loud. Right to the right of that blue box is a print tool - this one is My Blood Sugar Log.

So if you click on the print icon which appears right below the log, you'll see a whole new window pops up and this is a printable PDF. These are great resources for patients and their families.

There's one on the next page, Page 11 you'll see Diet Dos and Don'ts, and then on the top right corner is a video, Meal Planning. So if you just click on that little play button right in the center of the video the video will appear.

And to stop the video just hit the little pause button in the bottom left hand corner. So I would just encourage everyone to take some time to flip through, explore the different print tools.

You know, see what works, see what doesn't work for you as far as what's going to be helpful in your practice, and also place an order for the print books so you can see what the print version is like and to have that as a complement to you.

So I think that's my demonstration of the guide. Would love to answer any questions you may have.

Bill Finerfrock: Okay, great, thank you very much Erin, that was very helpful and hopefully folks had an opportunity either follow long as you were speaking or afterwards you can go back and you've got the slides and the links and you can play around.

I think as a general rule I think that just going to these websites and literally almost playing around and becoming familiar is a good way to get familiar, is that a fair statement to make?

Erin McCarthy: Oh very, very true. I mean at first it can be a little intimidating just to hear about it over the phone or even just looking at it on a screen but yeah, once you get a chance to get in there and play around and experiment you'll find it's very, very easy to use.

Bill Finerfrock: And you mentioned that on the slide you had your contact information, if for some reason someone didn't have that could you just go ahead and give them your contact information?

Erin McCarthy: Sure, absolutely. It's Erin, E-R-I-N, last name McCarthy, M-C-C-A-R-T-H-Y and I'm with Krames StayWell. My direct line is 336-547-8970, extension 3327.

My email is emccarthy@kramesstaywell.com.

Bill Finerfrock: And maybe this is just for me, but I think at the outset you made a distinction between pre-diabetes and diabetes patients. Did I hear that correctly?

Erin McCarthy: Oh well when we were doing our research about the project let's see, what I was mentioning was we learned that rural adults are 16% more likely to have diabetes.

I'm not really sure about pre-diabetes but I think this workbook will be applicable to both probably.

Bill Finerfrock: Okay and that was really what I wanted to get at, that for those who - I believe that there is a scale when you have your blood sugar tested and then there's different ranges and there's a pre-diabetes range and then a diabetes range if you exceed a certain level.

And I don't know what those numbers are but the point I wanted to get at was that it was applicable for those in either category.

Erin McCarthy: Yeah, definitely.

Bill Finerfrock: Operator, do you want to give out the information if folks want to call in and ask a question and how they go ahead and do that?

Operator: Yes, thank you. If you would like to ask a question please signal by pressing star 1 on your telephone keypad. If you're using a speakerphone please make sure your mute function is turned off to allow your signal to reach our equipment.

Please be aware that a voice prompt on your phone line will indicate when your line is open. At that point please state your name and location before posing your question.

Once again press star 1 to be placed in the queue and we'll pause for a moment to allow everyone an opportunity to signal for questions.

Bill Finerfrock: While - how long did it take you guys to put this all together?

Erin McCarthy: Well we started working on it November of last year.

Bill Finerfrock: Okay and...

Erin McCarthy: So - oh go ahead, I'm sorry.

Bill Finerfrock: No that's alright, and it was the Nurse Practitioner Healthcare Foundation that worked with you on this?

Erin McCarthy: Yes, we've done quite a few projects with them. We also collaborated with Illinois Critical Access Hospital Network and they provided just excellent feedback as to what would be most useful for this particular audience.

Bill Finerfrock: Okay. And if other organizations were interested in having a presentation or their folks here who are affiliated with a state hospital organization or a state rural health clinic association, is that something that you might be able to either be involved with or provide a speaker to?

Or how might they go about if folks wanted to learn more have a speaker on this topic?

Erin McCarthy: Well we would be thrilled and more than welcome the opportunity to do this presentation for whatever group is interested. The best way to set that up would be to send me an email or give me a call. And we will definitely arrange that.

Bill Finerfrock: Operator, do we have any questions on the line?

Operator: We do not have any questions at this time but as a reminder it is star 1 to signal.

Erin McCarthy: Also if I could just say again the print tools, the print workbook it's exactly as you'll see here in the interactive guide but you'll see of course the audio buttons and the videos aren't in there of course.



But please feel free to order the free copies of the print workbook, if that's more suitable to your practice.

Bill Finerfrock: One of the things there are individuals who are I believe referred to as registered diabetes educators or who have a formal title of a diabetes educator.

Is this - it sounds as though this booklet is set up that it does not necessarily require someone who's a diabetes - a formally trained diabetes educator to work through this book.

And help the patients in the clinic understand and adopt some of the things that are recommended here.

Erin McCarthy: Right, when we had - when we worked in the review phase of the book we did have certified diabetes educators review it. We also had nurse practitioners who are more general practice nurse practitioners review it.

And the content is actually all from the American Diabetes Association so yeah, you don't have to have a special certification in diabetes education to utilize this.

Bill Finerfrock: Okay. Any questions yet operator?

Operator: Yes, we did have a few come in. we'll go to our first questioner now.

Bill Finerfrock: Great, go ahead caller. Line open?

Female: So go ahead, I'm a dietician in Tonasket Washington and when we've opened up the guide on line, we have no access for the menu that has all of the tools on it.

I can flip the pages but it doesn't seem to fit on our screen, do you have any ideas on how we might address that?

Erin McCarthy: Well yeah, I think I know what you're saying, you're saying that you can view it but the menu bar is like cut off or something at the bottom?

Female: Exactly, yes.

Bill Finerfrock: I have the same thing Erin.

Erin McCarthy: Oh really?

Bill Finerfrock: Yeah, I think it has to do with the settings on the screen. I'm not a tech person but I know I've had this with some other web pages and it's something you have to change in the settings.

Erin McCarthy: Yeah, I'm not a technical person either but do you know what browser you're using?

Female: Internet Explorer, but I can check if that's what it is I can just check with our IT people and they can probably figure out what the deal is.

Erin McCarthy: Okay, I know I've got it open in Chrome right now and if you click the little - the control button and it gives you all the different options you can zoom it. Like I've got mine set up - my screen set at 90% as opposed to 100%, so everything fits on there.

So maybe just play around with it a little bit or if you still have problems email me and I can get one of our tech people to help you out.

Female: Okay, thank you very much.

Erin McCarthy: Sure.

Bill Finerfrock: And I think that call was from Tonasket Washington, I didn't catch the individual's name but she was from Tonasket at Washington State. Next caller.

Operator: We will go to our next caller now.

Doris Hott: Hi this is Doris Hott from Trimark in Sac City Iowa. I'm looking at the offerings that you have for free copies. The Lowering the Fats in Your Blood says bilingual.

Do you have a Spanish version in the diabetes or anything available?

Erin McCarthy: Well that is our plan, we try to offer everything we do either English and Spanish or English Spanish bilingual.

We really were looking for a funder to provide the resources we need to get it translated and done into Spanish. So unfortunately right now it's strictly English but we do hope to have a Spanish added soon.

Doris Hott: Okay, thank you.

Erin McCarthy: Sure.

Operator: And once again it is star 1 to signal for a question. We will go to our next questioner now.

Bill Finerfrock: Go ahead caller.

(Brenda Ros): This is (Brenda Ros), I'm in Utah with the State Health Department and I just have a comment mainly. I think this is so useful and I'm so glad to see so much easy diabetes information in one place.

Because a lot of times we refer people to information and they have to search this site and this site to get - so this is really handy and I was going to ask about Spanish too so if that does happen that would be so useful.

And then I just have one other question too, is some of our people in our state are very poor and don't actually have internet access in their home, so I just wonder is there some way to maybe download this or maybe put it on a CD that we could do from our own computers?

Erin McCarthy: Oh that's a really good idea. Do you know, I don't know, that's an awesome suggestion. Let me just make a note of that and find out if that's something that we can do. I love that idea.

So you're asking if we can put this on a CD that you can give to patients who take home that they don't need the internet.

Bill Finerfrock: Well I guess I would ask the question if you have it on a CD that would imply that they have a computer.

Erin McCarthy: True.

Bill Finerfrock: Same financial barrier that would prevent them from having internet would prevent them from having a computer. I mean I think any - in as many ways as we can make information available is a good idea.

I just - you know I think that sometimes we think of alternatives that may be just - has the same kind of barriers as others.

(Brenda Ros): Yeah that's a really good point too but a lot of our people don't have internet access but they do have computers and so I just was wondering if that would be a possibility.

Erin McCarthy: I will definitely find out about that for you, so can we put this on a CD that would not require the internet connection. Let me find out about that. Actually you brought up another really good point that I forgot to show you guys.

If you still have the guide open or if you don't that's fine, but if you go to the last page or the second to last page of the book, the caller mentioned liking having everything right in one spot.

Well the very last page, Page 31 it says Websites at the top, and you'll see a whole listing of websites that provide really great resources and they're all live links.

So those are a great way to keep all those websites in one handy place. So if you want to click around and check those out.

Bill Finerfrock: Great.

Okay.

Operator: And we'll go to our next questioner now.

Bill Finerfrock: Go ahead, caller.

Laura Dennis: This is Laura Ashley Dennis. I'm a dietician and CDE in Irving, Kentucky.

I haven't been able to access the slides from today's call and those - and I wanted to see how I can do that and see the documents that you're talking about for patients.

Female: Okay.

Bill Finerfrock: We can get you the slides.

The - it's a rather lengthy address. It's - I mean, I can give it out in case others ((inaudible)). It's [www.narhc.org/uploads/pdf/diabetes\\_powerpoint\\_presentation\\_7-19-2012.pdf](http://www.narhc.org/uploads/pdf/diabetes_powerpoint_presentation_7-19-2012.pdf). That's for the slides for today. And then (Erin), you want to give the Web address again for where the document is located?

Erin McCarthy: Sure thing.

And it's at [www.nphf-ksw.com](http://www.nphf-ksw.com).

Bill Finerfrock: That's s as in stays, correct?

Erin McCarthy: Yes.

It's - it stands for Nurse Practitioner Healthcare Foundation-Krames Stay Well. So [nphf-ksw.com](http://nphf-ksw.com).

Laura Dennis: Okay. Thank you.

Erin McCarthy: It's - if you're - I think I might have just gotten an Email from you.

Male: Yes.

And then...

Laura Dennis: I did, yes.

Erin McCarthy: Oh. I just shot you the link.

Laura Dennis: I was trying to find it from the beginning, but I just - I kept looking - I couldn't find it.

Bill Finerfrock: That's the main Web site.

But for this particular, you then have to hit forward slash diabetes.

Erin McCarthy: Yes, that will give you the guide.

The address I just gave you is kind of the main page where you can see some other resources that are available.

Bill Finerfrock: That's available.

Laura Dennis: Okay.

Erin McCarthy: If you click on the Healthcare Provider tab, you can see the order form to get the print workbook.

Laura Dennis: Okay.

When I type it in nphf-ksw.com then back slash diabetes?

Bill Finerfrock: Forward slash.

Laura Dennis: Forward slash.

Erin McCarthy: Forward slash diabetes.

Bill Finerfrock: I never know why there's a difference between a forward and back slash, but...

Laura Dennis: When I do that it doesn't come up, but maybe there's...

Erin McCarthy: Laura...

Laura Dennis: Okay.

Erin McCarthy: Let me send - I'll send you the link real quick and then...

Laura Dennis: Okay.

It may be going through...

Erin McCarthy: Okay.

Laura Dennis: Yes, it is. Thank you.

Erin McCarthy: Sure thing.

Bill Finerfrock: Thanks Laura.



Next call? Next question?

Operator: We'll go to our next questioner now.

Female: Yes.

This is ((inaudible)) Medical Group in ((inaudible)) California. And currently we have our physicians seeing the majority of our Diabetic patients. We'd like to be able to offset that to our mid levels and look at using this type of a guide.

So that is a billable visit, correct? If it's mid levels...

Bill Finerfrock: no.

Well, you're in a rural health clinic?

Female: Yes. RHC.

Bill Finerfrock: Yes.

The - no, in short. The diabetes education is an allowable cost on the rural health clinics cost report, but right now the actual face-to-face - the educational program is not considered a face-to-face...

Female: Oh, okay.

Bill Finerfrock: ...encounter, whether it's done by the doctor or the PA or the nurse practitioner.

But there is...

Female: Oh, okay.

Bill Finerfrock: ...an allowable cost in your rural health clinic.

So it can be built into your overall rate, but it does not count as a visit.

Female: Oh, okay.

So not the health educator either, of course, then if it's - mid level can't - if - nobody can bill it than a health educator can't either. Okay.

Bill Finerfrock: Can be - are you in a provider based or...

Female: No.

Is that the different...

Female: Here you go ((inaudible))

Bill Finerfrock: Not that it's different, it's that if you're in a provider based with fewer than 50 beds the affect is that it will raise you're rate.

And because you're not subject to the cap, you practically would get reimbursed for it. But if you're subject...

Female: Gotcha.

Bill Finerfrock: to the cap, it's going create a problem.

Female: Okay.

Bill Finerfrock: That's where the problem ((inaudible))

Female: Sure.

Okay. Great. Thank you.

Bill Finerfrock: Sorry.

Next question.

Operator: And we'll go to our next questioner now.

Alan Burgess: Alan Burgess -- Tehachapi Hospital in Tehachapi California.

Bill Finerfrock: Hi Alan.

Alan Burgess: We also operate three rural health clinics and a number of the people in our rural clinics are Hispanic.

Is the guide available in Spanish?

Bill Finerfrock: Yes.

We had that...

Erin McCarthy: Well...

Bill Finerfrock: Go ahead, (Erin).

Erin McCarthy: Oh.

Unfortunately not yet. We only got the funding to do the English right now. We are seeking funding to do the complete guide both print and online in Spanish, though.

If we do get - if we do have that resource available we'll have it on the same Web site that we've directed you to. So hopefully maybe by this time next year we'll have it in Spanish.

Alan Burgess: Thank you.

Bill Finerfrock: Thank you Alan.

Operator: We'll go to our next questioner now.

Betty Jo Vercio: This is Betty Jo Vercio at Adventist Health Medical Group in Walla Walla.

And I just wanted to clarify what you said about the rural health clinic and billable.

Bill Finerfrock: Yes.

Betty Jo Vercio: So are you talking about a mid level or a doctor not being able to bill for diabetes education?

Bill Finerfrock: What CMS has said is that the cost of having a diabetes educational program is an allowable cost to the RHC, but that the actual educational - the delivery of that education does not constitute a rural health clinic visit, whether it's done by the physician, the PA or the NT.

Betty Jo Vercio: Okay.

My understanding that our health clinic from the billing was that I turn it in -- this is for state -- we're getting covered by individual insurances.

Bill Finerfrock: Well individual insurance...

Betty Jo Vercio: But...

Bill Finerfrock: Commercial insurance would be whatever the - I'm only referring to - from a Medicare standpoint.

Betty Jo Vercio: Okay.

Bill Finerfrock: But what your - what your state does on Medicaid would be state-specific.

I was only...

Betty Jo Vercio: Right.

Bill Finerfrock: I should have been clearer.

I was only referring to the Medicare policy with regard to the diabetes, because there is a specific diabetes education benefit available under Medicare.

And Medicare...

Betty Jo Vercio: Right.

Bill Finerfrock: ...((inaudible)) allowable cost.

What Medicaid does - your Medicaid program may very well recognize that in the RHC and a commercial...

Betty Jo Vercio: Okay.

Bill Finerfrock: ...((inaudible)) may very well.

Those are going to be their individual policies.

Betty Jo Vercio: Okay.

So I'm just clarifying here. So the Medicare -- my understanding with the rural health clinic is that I can bill it and we get a lump sum at the end. And it - they don't know the difference between a nurse seeing the patient or me.

Bill Finerfrock: I have no idea what you just said.

Betty Jo Vercio: Oh, okay.

Bill Finerfrock: I don't think -- and I'm really reluctant to even react to that because I'm...

Betty Jo Vercio: Right.

Bill Finerfrock: ...pressed to decipher what you...

Betty Jo Vercio: Okay.

Bill Finerfrock: ...just ((inaudible))...

Betty Jo Vercio: Yes.

Bill Finerfrock: So sorry.

Betty Jo Vercio: Okay. No problem.

Bill Finerfrock: Okay.

Betty Jo Vercio: Thank you.

Bill Finerfrock: Thank you.

Operator: And we'll go to our next questioner.

Bill Finerfrock: Go ahead, caller.

(Sam): Hi there. This is (Sam) from Louisiana's Office of Public Health.

Erin McCarthy: Hi.

(Sam): Hi there.

I just wondered, has this material ever been used to fulfill -- and the - I apologize if you've covered this, because I came in late -- to cover the self management - the patient education component for the NCQA patient-centered medical home recognition?

Erin McCarthy: That's a good question.

I don't think it's been used for that yet just because it's so new. It just came out the week before last.

(Sam): Okay.

Erin McCarthy: Is that something I can find out for you?

(Sam): That would be lovely. Yes, that'd be great.

Erin McCarthy: What was the organization again?

(Sam): I'm with Louisiana's Department of Health and Hospital's Office of Public Health, but I can...

Erin McCarthy: Okay.

(Sam): I can send you my Email and you can send me that.



Erin McCarthy: Yes, that would be really helpful. Thank you. I'll find out for you.

(Sam): Thank you. Great.

Bill Finerfrock: If you get an answer to that and you'd like us to post that up on the LISTSERV, we can do that as well in case there are others who may have a similar interest in...

(Sam): That's a good idea.

Bill Finerfrock: ...this question.

I was...

Erin McCarthy: Yes.

Thanks for the question.

Bill Finerfrock: I was convinced, (Sam), that you were going to ask if it was available in Cajun when you...

(Sam): Yes.

We are a country unto ourselves, that's for sure.

Erin McCarthy: We're looking for funding for that version.

(Sam): Exactly.

Bill Finerfrock: ((inaudible)) Spanish. You can move to Cajun.

Erin McCarthy: That's right.

Bill Finerfrock: Any other questions, (Sam)?

(Sam): Oh, that's it.

Bill Finerfrock: Okay. Great.

Thank you. I...

Operator: And we have no other questions.

Bill Finerfrock: No other questions.

I think that we've covered a lot. Again, let me just close by thanking, once again, (Erin) for the presentation and the information. I've mentioned to her at the outset that very often our programs have been more towards the billing, the reimbursement, the, you know, those aspects of the program.

This is the - really the first time, I think, that we have ventured into a clinical arena and it's something we'd like to do occasionally as we move forward. And if you have suggestions on similar topics that you would like us to make information available on, please let us know and we can do our best to try and find a speaker in that area.

So thank you (Erin) for your work today. We also want to thank the folks at Krames StayWell for making this available, along with the Nurse Practitioner Healthcare Foundation and most

importantly, our friends at ICAHN -- the Illinois Critical Access Hospital Network -- who are the ones who made us aware of this particular initiative.

As I've - as we've said in the past, a transcript of today's call will be available on the Federal Office of Rural Health's policy Web site, hopefully in - within a week. It just depends on turnaround and editing of the transcript.

I also want to remind everyone to encourage others who may be interested to register for this series. And please share your thoughts and suggestions for future topics with us.

You can send that information to info I-N-F-O at narhc.org and put RATTA topic in the Email subject line. Also at that ORHP Web site will be a audio recording of the call.

So if you missed a portion of it or you have folks in your organization who might benefit from the information, please provide them with the link to the Office of Rural Health Policies Web site and they can and listen to the audio recording of it as well as view the transcript.

And then finally, I want to advise that the conference is - the next one will be in September. We have not yet chosen the topic, but we will - hopefully we'll have that nailed down here fairly soon.

This is vacation time, so if all of you have - for those of you who haven't had an opportunity to take vacation, I hope you have a wonderful vacation. For those of you who have already had your vacation, I hope it was fun and relaxing. And we will look forward to having you all participate on our call in September.

Again, thanks (Erin) and thank you for your presentation.

Erin McCarthy: Thank you so much for the opportunity.

It was a real pleasure.

Bill Finerfrock: Great.

And we're done.

Operator: That does conclude today's conference.

And we thank you for your participation.

END