

# *State Office of Rural Health*

Assistance, Connection & Moving the  
Power of Rural Forward



Tammy Norville, CEO  
NOSORH  
June 21, 2023



# A Little About Me!

- North Carolina native
- Graduate of UNC-Chapel Hill
- Holds CPC-I, CPC, RMM, RMC, RMB certifications
- Worked at NC ORH for almost 15 years providing TA to rural safety-net providers across the state



# Most Interesting...



Ryder

Buster

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# WHY?

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Source: [simonsinek.com](http://simonsinek.com)



# National Organization of State Offices of Rural Health



NOSORH  
promotes the capacity of  
State Offices of Rural  
Health and rural  
stakeholders to improve  
health in rural America  
through leadership  
development, advocacy,  
education and  
partnerships.

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More simply, we...

Connect, leverage and  
resource partnerships  
and communities to  
improve rural health!



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# EDUCATE

Webinars

Regional and annual  
meetings

In-depth institutes



# National Organization of State Offices of Rural Health

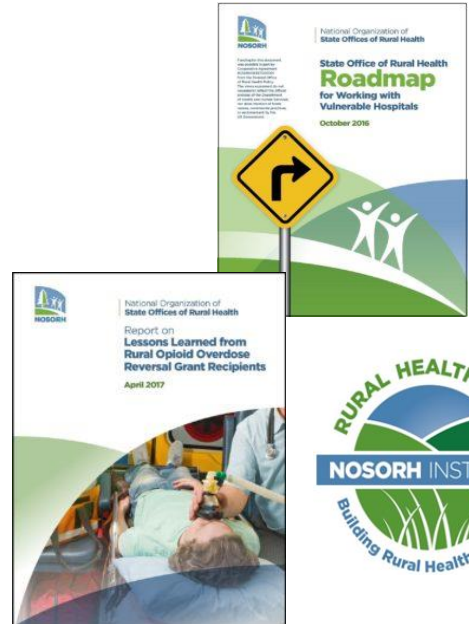
Rural EMS Conference

Grant Writing Workshops & on demand Beyond the Basics webinars

TruServe Web-Based Performance Measures

[\*\*nosorh.org\*\*](http://nosorh.org)

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# COLLABORATE

Technical assistance

Listening sessions

Provide resources: fact sheets, briefs, toolkits, playbooks

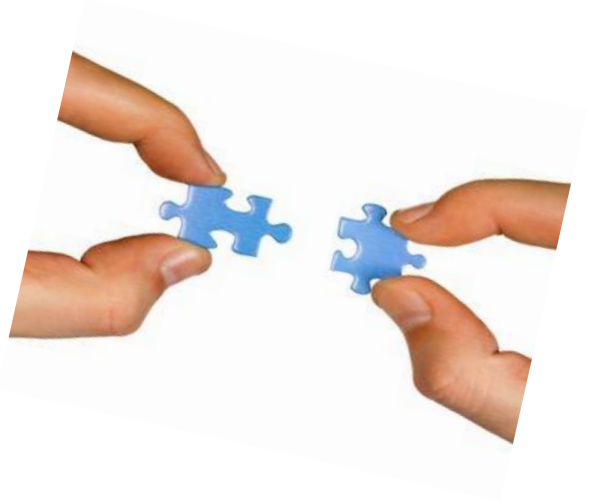
# The Role of SORH

Neutral conveners

Source for rural health data

Expert at leveraging resources

Connection to statewide and national partners



# COMMUNICATE

Policy and program  
changes

Resources from  
partners

The Power of Rural –  
all year long!

## PowerOfRural.org

- Free resources
- Community Star stories
- Key messages
- ...and more!

# National Rural Health Day

Celebrating the **Power of Rural!**®



THURSDAY, NOVEMBER 16, 2023

All of this work is accomplished with partners - the State Offices of Rural Health and their stakeholders... more on State Offices of Rural Health



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SORH: Your partners to grow communication, education, collaboration and innovation in rural health

- State Office of Rural Health in every state
- Unique funding structure (3:1 match requirement)
- SORH are statewide organizations designed to work at the local level, linking federal and state resources to rural and frontier community need

State Offices of Rural Health (SORH) have three core functions:

Information Dissemination  
Rural Health Coordination  
Technical Assistance

SORHs are the connection to State and Federal resources for hospitals, clinics and thousands of rural health partners across the United States and work to improve access to health care in rural and underserved areas.



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**[nosorh.org](http://nosorh.org)**



# State Offices of Rural Health

A true part of the state:

- 37 are in state government
- 10 are within academic institutions
- 3 are independent non-profits

SORH funding or 3 core functions:

- Information Dissemination
- Rural Health Coordination
- Technical Assistance

Other funding:

- Small Hospital Improvement Program
- Rural Hospital Flexibility Program
- CDC health equity

# Working Toward the Same Goal

- Older
- Sicker
- Poorer

*All working to help our rural neighbors  
and communities become and remain  
more well!*

# WHY?

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Source: [simonsinek.com](http://simonsinek.com)



# How to Work with SORH!

Grants

Workforce

Recruitment and Retention  
Data

Community and Fiscal Support

Partnership Development

Continued Support and Facilitation

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# The Moral of the Story

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# Sometimes...



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# Sometimes...



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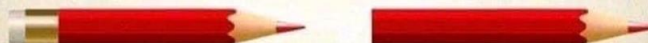
Sometimes in life  
everything goes smoothly



And sometimes unexpected  
happens,



The important thing,  
knowing how to turn  
problems into opportunities





About ▾ Members ▾ Events ▾ Policy & Advocacy ▾ Resources ▾ Members Only ▾ 🔍

# NOSORH Members: Browse by State

A B C D E F G H I J K L M N O P Q R S T U V W Z

A

**ALABAMA OFFICE OF RURAL HEALTH**  
Alabama Department of Public Health

**Work**

The RSA Tower, Suite 1040  
201 Monroe Street  
Montgomery AL 36104

**Work Phone:** 334-206-5517

**Work Fax:** 334-206-5434

**Website:** [Alabama Office of Rural Health](#)



**Find your  
State Office of Rural Health!**



[nosorh.org/nosorh-members/nosorh-members-browse-by-state/](https://nosorh.org/nosorh-members/nosorh-members-browse-by-state/)

# Quality, Value & the Power of Rural



It's Time

***NOW** is the time for rural providers to prepare for quality-driven programs that will directly impact value, the wellness of patients served and, therefore, reimbursement. Be brave and step into new thinking to solve human challenges facing your patients, team, business, and community!  
Write your own story!*



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# As a Rural Health Clinic and/or Rural Healthcare Provider

- Special
- Backbone of the healthcare system
- Business... fundamentals matter and have direct impact on sustainability and viability of the organization

"YOU'RE OFF TO GREAT PLACES.  
TODAY IS YOUR DAY.  
YOUR MOUNTAIN IS WAITING,  
SO GET ON YOUR WAY."  
- DR. SEUSS



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# National Rural Health Day

Celebrating the **Power of Rural!**®



**THURSDAY, NOVEMBER 16, 2023**



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# Questions??



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***Thanks so much!***  
***Your participation is appreciated!***

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# Thank You!!



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