Opioid Redux

Special to QuickNotes by Malcolm Butler, MD, Medical Director, Columbia Valley Community Health Services, and winner of the 2012 NWRPCA Summit Award for Quality Improvement Leadership

Though bloodletting was a favored therapeutic intervention since the time of the Mesopotamians, it was Galen, a student of Hippocrates, who popularized it among physicians. The procedure was based on the collective human life experience of catharsis - that purging oneself of some offensive element would lead to improved wellbeing. Stool, urine, gas, emesis, pus from pimples and boils - all feel better out rather than in. In the ancient world blood was believed to grow like hair, and if not purged it would collect within our bodies and stagnate. The fact that blood circulated and was important to preserve wasn't introduced until the 18th century. Thus a foundational concept of health and medical treatment taught to every physician trained between the time of Hippocrates and the US Civil War was almost comically flawed. As physicians, we are trained by those who come before us, and we follow in their footsteps.

In this article I will argue that the use of opioids in the management of chronic pain makes as much sense as bloodletting. It has become a standard of practice, and it does far more harm than good. I will share our trip down the opioid rabbit-hole and how we are now trying to improve our practice and the
Providers are feeling a bit overwhelmed with the multiple programs, incentives and penalties brought on through health care legislation.

- CMS' strategy to implement these herculean changes start with carrots in the form of incentives
- If carrots are not motivations, CMS circles back with sticks in the form of penalties
- Bits and pieces are heard, but providers struggle to assess the impact, align disparate dates of compliance and position for success

Contained in this article are the Carrots and Sticks for the Medical Students Experience Real Alaska!

"I would love to go back and work in Alaska. So beautiful, amazing people- truly an experience that I tell every student I meet about."

Medical Students experience REAL Alaska through a rural health network - building the future workforce for the medically underserved.

In July 2010, the first Alaska Rural Family Medicine Community Health Center Clerkship Network (Network) Scholarship recipient stepped foot onto the Emerald Island, 1,500 miles from the NWRPCA Campus classroom in Portland, Oregon. Her next adventure was completing a four-week clerkship in Family Medicine at Kodiak Island

A 340B Audit: Good News for Us!

Most organizations anticipate an audit with trepidation. In January 2012 I was contacted by HRSA regarding an upcoming audit. These audits of 340B entities were started in late 2011, and our CHC pharmacies ended up being the first audit west of Texas. The audits are conducted by HRSA at the urging of the GAO. Believe it or not, the audit was actually a valuable and rewarding experience. My purpose today is to help you look forward to your pharmacy's 340B audit!

HRSA sent its "Program
Finding the Time for Social Media

Special to QuickNotes by Lindsey Reynolds Ruivivar, Associate Director of National Advocacy, National Association of Community Health Centers

[Look just below for a companion article by one of Lindsey’s students]

NWRPCA’s first-ever Social Media for Health Centers course concluded this month. The course had a total of 32 health center participants, many of whom had limited social media experience before the course began. Now that the course is over we have been asking for feedback from the participants. While many participants have said they are now committed to utilizing social media for their organization, one of the barriers I continue to hear is “time.”

Social media is a free tool to help you reach a variety of audiences, whether you are trying to connect with patients, donors or future staff. Even at the great low price of free, there is a time investment, and I often hear from health center staff who are committed to using social media that they still have trouble making posts on a regular basis.

Here are a few tips and tools to help you better manage the time you spend utilizing social media for your organization. Read more...

"Careful now! Grandma's Tweeting!"

Lynn Gerlach, Member Services Coordinator

[Testimony from one of Lindsey’s students -- see article above]

When I started learning social media (from Square One!) last Fall, I was already the grandmother of five. Whoever would have thunk?! As Lindsey patiently tutored me in Facebook, Twitter and LinkedIn (well, at least I already had a LinkedIn profile!) my biggest complaint was time. No matter what she says, it does add a new task to your daily schedule! Yes, once you get the hang of it and develop a routine that works for you, social media very definitely helps you accomplish at lightning speed a lot of the communication that used to take hours. But first you have to develop that routine. Now that I’ve finally got one, I’m happy to share it in case it can be of help to you. Read more...
Important Notices for Region X Health Centers

Public Comment Period Open: on proposed standards for a new product that is tentatively titled the NCQA Specialty Practice Recognition Program (SPR) 2013. The goal of SPR 2013 is to recognize specialty practices that successfully collaborate with their primary care colleagues, the patient and each other. Comment here.

CDC Issues New Guidance on Deputization Arrangements under the Vaccine for Children Program. NACHC urges all health centers, before executing VCF deputization arrangements (1) to review any memorandum of understanding to assure that it includes adequate protections from liability, and (2) to seek legal counsel as necessary. More information here.

CHronicles Web Site: Add your health center's information to the dynamic, multi-media website dedicated to the living history of the community health center movement. NWRPCA has added its story here. Where is yours? Learn how to complete your page in this free webinar for Region X on July 9, 2012, at noon Pacific Time. For details and to register, contact Nicole at RCHN.

NACHC’s CHC Voter Poster Contest: Submit your poster for consideration by June 29, 2012. The topic: Why should health center patients and staff vote? Find poster submission details here.

SUITE 305: Report from Regional PCA Headquarters

Report of Annual Membership Meeting

On May 15, about 250 members, friends and supporters of NWRPCA gathered for the 2012 annual membership meeting. In addition to enjoying a hilarious presentation by Leigh Ann Jasheway, MPH (Mistress of Public Hilarity), and approval of the new board of directors, the membership approved extensive changes to the association bylaws.
Seth Doyle presents the Helping Us Help You Award to Kelly Volkmann

Stephen Weeg of Health West, Idaho, accepts the Legacy Award for his 38-year career in community health

Dr. Malcolm Butler accepts the Summit Award for his work in dramatically reducing opiate-related deaths

Marilyn Kasmar, APCA, wins an exhibitor’s raffle prize

Leigh Ann Jasheway illustrates her point about self-induced stress with an unusual hat

Dr. Lee Herskowitz enjoys the entertainment
Let the Rebates Begin! $50 for 50 (Do we hear "60"?)

2012 Region X Biennial Salary & Benefits Survey

Participants now number 50!

Last Call! Health Centers in Region X have until June 29 to submit data for what is shaping up to be the most robust and comprehensive Salary and Benefits Report since the project began 15 years ago. If 50 health centers submit complete data and payment by June 29, they will each receive a $50 rebate (and it’s looking now like that is going to happen). If 60 payments and submissions are received, the rebate to each will be $60. Apparently we really are smarter together!

Health Centers still have time to participate by downloading materials here. You are not required to be a member of NWRPCA to participate in this or any other service of the Regional PCA.

These Region X Health Centers are already submitting data:

- Adams County, ID
- Anchorage Neighborhood, AK
- Benewah Medical Center, ID
- Bethel Family Clinic, AK
- Camai CHC, AK
- Clackamas County, OR
- Columbia Basin, WA
- Columbia Valley, WA
- CHCs of Benton and Linn Counties, OR
- CHCs of Lane County, OR
- CHCs of Snohomish County, WA
- Community Health Association of Spokane, WA
- Community Health Care, WA
- Community Health Center, OR
- Community Health of Central WA
- Cross Road Medical Center, AK
- Dirne CHC, ID
- Eastern Aleutian Tribes, AK
- Family Health Centers, WA
- Family Health Services, ID
- HealthPoint, WA
- Health West, ID
- Ilulissat Family & Health Services, AK
- Interfaith CHC, WA
- Interior CHC, AK
- International Comm, Health Services, WA
- Kaniksu, ID
- Klamath Health Partnership, OR
- Kodiak CHC, AK
- La Clinica del Carino, OR
- La Clinica del Valle, OR
- Lake Roosevelt CHC, WA
- LaPine CHC, OR
- Mosaic Medical, OR
- Moses Lake CHC, WA
- NE Washington Health Programs, WA
- Neighborcare Health, WA
- Northwest Human Services, OR
- Peninsula Community Health Services, WA
- Peninsula Community Health Services, AK
- Siskiyou CHC, OR
- Sunshine CHC, AK
- Tri-Cities CHC, WA
- Valley Family Health Care, ID
Annual Photo Roundup Launches Tomorrow

Let us show off your health center!

Each summer, NWRPCA solicits photos from its member health centers to help tell the CHC story on the web and in our marketing materials for the upcoming year. After all, without providers and patients of our own, how do we show the world what it means to be a community health center? We are currently seeking a wide variety of photos for multiple uses, including the photo that will become the central image on the front page of our web site. All member health centers are encouraged to participate. Download the details here.

Geiger Gibson Capstone Program Lives up to its Name!

In 2009, NWRPCA helped spearhead a unique healthcare policy leadership program at George Washington University. With an eye to developing high-level CHC leadership for Region X, the Regional PCA sent 18 candidates for intensive study in cutting-edge healthcare policy, including interaction with world-class faculty led by Sara Rosenbaum.

One of those candidates was our own CEO, Bruce Gray, who declared, upon his return from Washington DC, that the Geiger Gibson Capstone Program was the finest training in healthcare policy leadership he had ever experienced. He has continued to encourage Region X CHC leaders to take advantage of the opportunity he enjoyed. Recently, 15 of the Region's finest did just that. These are some of the responses to the program our 2012 candidates shared with us.

Click here to read about the experiences of Evan Oakes, MD, HealthPoint, and Lisa Hendricks, COO, Community Health Center.

Facebook Post of the Month

Columbia Basin Health Association

Please join us in congratulating the very first CBHA Healthy Futures Scholarship recipients:
- Sonia Millan (Othello) Career Goal - Registered Nurse
- Alec Montemayor (Othello) Career Goal - Orthodontist
- Whitney Jones (Connell) Career Goal - Bachelors of Science in Nursing
Region X Highlights

**Marilyn Kasmar to step down** as CEO of Alaska Primary Care Association.
Read a farewell from NWRPCA.

OPCA Honors Primary Care Leaders
See the full list of honorees, all of which are from NWRPCA member health centers, [here](#).

**Virginia Garcia Leaders Recognized by Community**
Araceli Gaytan, CFO, awarded as an honoree non-profit CFO of the Year by the Portland Business Journal. Gil Muñoz, CEO, received an "OPCA Health Leadership - Health Equities" award. [Read more...](#)

**NWRPCA HUHY Award Winner Featured in News Article**
Kelly Volkmann, our Helping Us Help You Award Winner, discusses the Health Navigation Program at Community Health Centers of Benton and Linn Counties. [Read more...](#)

Yakima medical school Pacific Northwest University of Health Sciences graduates first class
Three graduates to stay locally with Central Washington Family Medicine residency program. [Read more...](#)

**Siskiyou Community Health Center Receives $3,483,500 Grant to Expand Cave Junction Facility**
[Read more...](#)

**CHC of Snohomish County announces plans to build a two-story, $13 million medical clinic**
[Read more...](#)

**Terry Reilly Health Services recognized for Meaningful Use of EHRs**
WIREC awarded the member health center with a certificate for achieving Meaningful Use of Electronic Health Records. See a [full list of organizations](#) who receive WIREC services & have achieved meaningful use.

Primary care practices are advised that they may qualify to receive WIREC services at no charge, thanks to Recovery Act funding awarded to WIREC from the US Department of Health and Human Services. Visit the
Featured Resources

As seen on our website

PMG's CHC Community Website Offers Revenue Cycle Resources
Priority Management Group's website is a one-stop place for answers to all things CHC revenue cycle related. From charge setting to sliding scale fees, from charge entry to payment posting, from UDS to FPAR reporting...the CHC Community will provide an opportunity to dialogue and connect with other CHC professionals and PMG's experts. Visit GoPMG.com to access these valuable resources.

AHRQ Quality Indicators Toolkit for Hospitals
The Agency for Healthcare Research and Quality (AHRQ) has released two more audio interviews in a series focused on the use of quality improvement tools in the AHRQ Quality Indicators Toolkit for Hospitals. The toolkit is a free resource to guide hospitals through the process of using the AHRQ Inpatient Quality Indicators (IQIs) and Patient Safety Indicators (PSIs) to improve care.

Capital Link Launches Improved Website
Capital Link, a national non-profit organization, assists FQHCs & PCAs to plan and fund capital projects. Register on their website to access comprehensive resources on the capital development process and use interactive tools like the debt capacity calculator.

Look on our Resources Page for other valuable resources.

Professional Development Opportunities

DEVELOP YOUR WORKPLACE COMPETENCIES!

Fall Primary Care Conference Set for October 14-17 in Denver
Early indicators suggest this bi-regional conference will exceed all past achievements! Here's a sneak preview of what's on tap already:

- Clinic Design: Transforming Primary Care Environments through Evidence-Based Design, with a tour of an exemplary Salud Clinic
- Key Change Concepts for PCMH: drilling down to meaningful change -- deep dive
- Reducing re-hospitalizations by improved transitions of care
- Oral health integration in health centers
- Using business intelligence to increase operational performance
- Using Lean production analysis to develop PCMH changes
- What's not happening in your billing department? Top six red flags!
- Oregon's ground-breaking payment reform
- Integration of Public Health and Primary Care: success stories and lessons learned
- Mid-level Management Training course concludes
- Health System Transformation leadership learning network concludes
- Redefining the value of HR to the vital workforce team: a 3-hour peer learning lab
The Education Health Center - taking steps to make it happen
Group visits in the community health setting: best practices
ACES and their relationship to hypertension, obesity and diabetes
T.R. Reid returns!

Registration opens in early August. Mark your calendar!

Managing Ambulatory Health Care I: Introductory Course for Clinical Leaders in CHCs

For the management training you didn't get in medical school, join Dr. Paul Campbell and Dr. Bob Hoch of Harvard School of Public Health for four days that will change your life! If you are a clinician who provides both clinical and administrative leadership, you'll want to watch for details about this course, coming to Seattle in June, 2013.

Develop a sound foundation in:

- Financial management
- Role of the medical director
- Clinic operations
- Managing people
- Political issues and community leadership

HR's Place at the Strategic Leadership Table - Region X HR Leaders' Webinar
July 11, 2012: 1:00 to 2:30 PT (2:00 - 3:30 MT; 12:00 to 1:30 AKDT)

- 2013 UDS changes
- The power of workforce data in a changing environment
- How HR can help drive decision-making

Watch for details from your state or regional PCA!
OPPORTUNITIES FROM OUR LEARNING CONNECTIONSPARTNERS

National Association of Community Health Centers

**Finance & Operations Management (FOM) Level I Training Seminar**
July 11-12, 2012 Baltimore
Details and registration [here](#)

**Finance & Operations Management (FOM) Level II Training Seminar**
July 25-26, 2012 Miami
Details and registration [here](#)

**Achieving Meaningful Use in:**

- **eClinicalWorks: From AIU to Stage 1**, June 28 webinar, 11 AM PT. Register [here](#)
- **NextGen: From AIU to Stage 1**, June 29 webinar, 11 AM PT. Register [here](#)

**New CEO Institute**
July - December, 2012
Details [here](#)

**Facilitating Patient-Centered Medical Home Recognition**
July 18-19, 2012
Details [here](#)

**Improving Organizational Performance**
July 11, Washington, DC
Details [here](#)

Seattle Regional Training
July 12-13, 2012
Meaningful Use 101
Webinar June 20, 2012  Must act quickly!
12:00 PM - 2:00 PM AKDT
Register here

HRSA Site Assessments - What you need to know
Webinar June 26, 2012
10:00 AM - 11:30 AM AKDT
Register here

Workforce Development

NWRPCA FREE Region X Jobs Database - Post your job! Find your job!

FEATURED JOBS by STATE

Sample Jobs open in Alaska

- Executive Director, Sunshine CHC, Talkeetna
- Director of Finance, Peninsula Community Health Services
- Public Relations and Marketing, Seldovia Village Tribe
- Director of Clinical Operations (BSN), Interior Health Center, Fairbanks

Sample Jobs open in Idaho

- Chief Financial Officer, Valley Family Healthcare, Payette
- Medical Director, Benewah Medical Center, Plummer

Sample Jobs open in Oregon

- MD Provider, LaPine CHC, LaPine, OR
- Urgent Care RN, Central City Concern, Portland, OR
About QuickNotes!

QuickNotes is the newsletter of Northwest Regional Primary Care Association. Each issue features a variety of information about community health, member news and spotlights, and important funding and workforce listings.

We welcome your comments and feedback as well as your news items. Please email us your thoughts and your news, resources and opportunities to share.

Featured Funders

As seen on our website

School-Based Health Center Capital Program

The Health Resources and Services Administration (HRSA) has announced the School-Based Health Center Capital (SBHCC) Program which makes available approximately $75 million to address capital needs such as new construction, alteration and renovation, and equipment, at school-based health centers (SBHCs). Find more information here.

Closing Date: June 26, 2012 applications to grants.gov

PPHF 2012: Community Transformation Grants - Small Communities Program

The overarching purpose of this program is to prevent heart attack, stroke, cancer, diabetes and other leading chronic disease causes of death or disability through implementation of a variety of evidence based programs, policies, and infrastructure improvements to promote healthy lifestyles in small communities that improve health and health behaviors among an intervention population. Find more information here.

Look on our Funding Page for other funding opportunities.

Sample Jobs open in Washington

- Chief Medical Officer, Community Health of Central WA, Yakima
- Dentist, Community Health Care, Lakewood
- Patient Benefits Coordinator, Tri-Cities Community Health, Pasco
- Children’s Behavioral Health Therapist II, Columbia Valley Community Health, Wenatchee

These jobs and many more on our website, here! Search free of charge!