

Sustaining Essential And
Rural Community Healthcare

SEARCH

Our mission is to
promote safe, quality,
affordable, local
healthcare for the
people of Mitchell
and Yancey Counties.

searchwnc.org

2019/2020
Strategic Plan

Community Meeting November 14, 2019

Open Enrollment is NOW for Health Insurance Marketplace, Medicaid, and Medicare

- Staff at **Mountain Community Health Partnership** offices (Bakersville Clinic, Celo Health Center, and Spruce Pine Health Center) can help you with any of these.
- **Marketplace Open Enrollment**
 - **Leah Yetter** with **Pisgah Legal Services**
1-855-733-3711 or 828-766-1850
 - **Staff with Toe River Project Access**
828-766-1850
- **Toe River Health District** is holding information sessions at all three of their clinics for changes to NC Medicaid Managed Care – call 828-688-5065 to schedule a time with Paula McClellan

Goodbye to Becky



(Some of) what we've been doing:

- Monitoring two major local issues: **ambulance service** and the **Toe River Health District**
- Furthering rural/urban partnership through the Health Equity Coalition
- Meeting in small groups to discuss the future of SEARCH
- Editing the **Cutting Edge Philanthropy** video to put on SEARCH website
- Working with Greensboro consultant Jen Nixon on our strategic direction
- Categorizing **Listening Session data** by subject



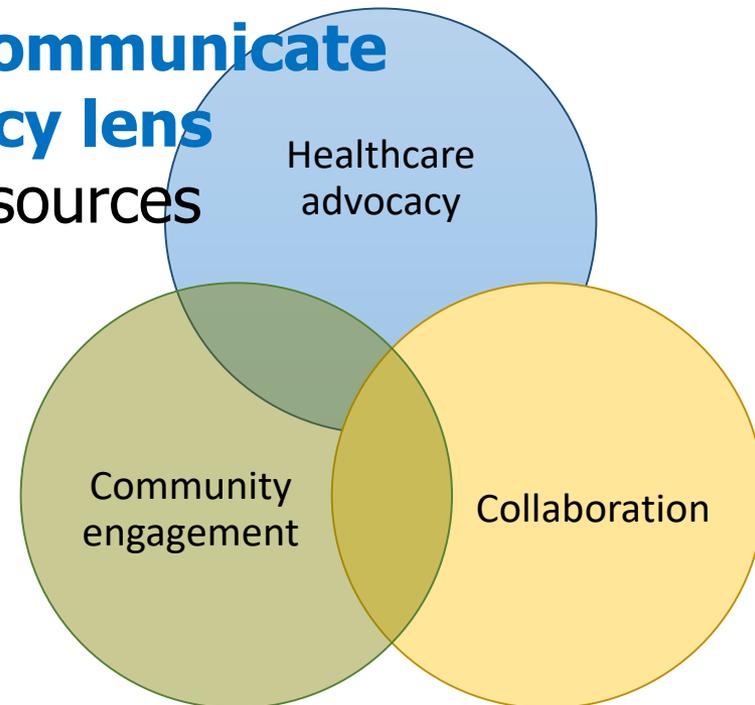
(Some of) The People/Organizations we've met with:

- **Antony Chiang**
CEO of Dogwood Health Trust
- **Marian Arledge**,
Executive Director of WNC Health Network
- **Boards of Commissioners of Mitchell and Yancey Counties**
- **Jason Gray**, Rural Center Senior Fellow for Research and Policy
- **Officials from the N.C. Department of Health and Human Services**
- **Becky Carter**, CNO of Blue Ridge Regional Hospital
- **Nonprofit agencies in Healthy Yancey & Healthy Mitchell**



As a Healthcare Advocate SEARCH is:

1. Focused on specific **rural** needs of **local** communities
2. An **advocate** for locally delivered services
3. Tracking the influences on **local healthcare delivery**
4. **Convening** parties who need to **communicate**
5. Maintaining a **cultural competency lens**
6. Helping to **organize** healthcare resources
7. A **voice** for rural healthcare



Options SEARCH Considered

- **Backbone Organization** - Functions strategically as a sustainable backbone organization to collect, hold, and utilize knowledge, stories, and expertise
- **Incubator for Health Projects** - Functions tactically to respond effectively to healthcare related issues and needs
- **SEARCH chose to combine both models**



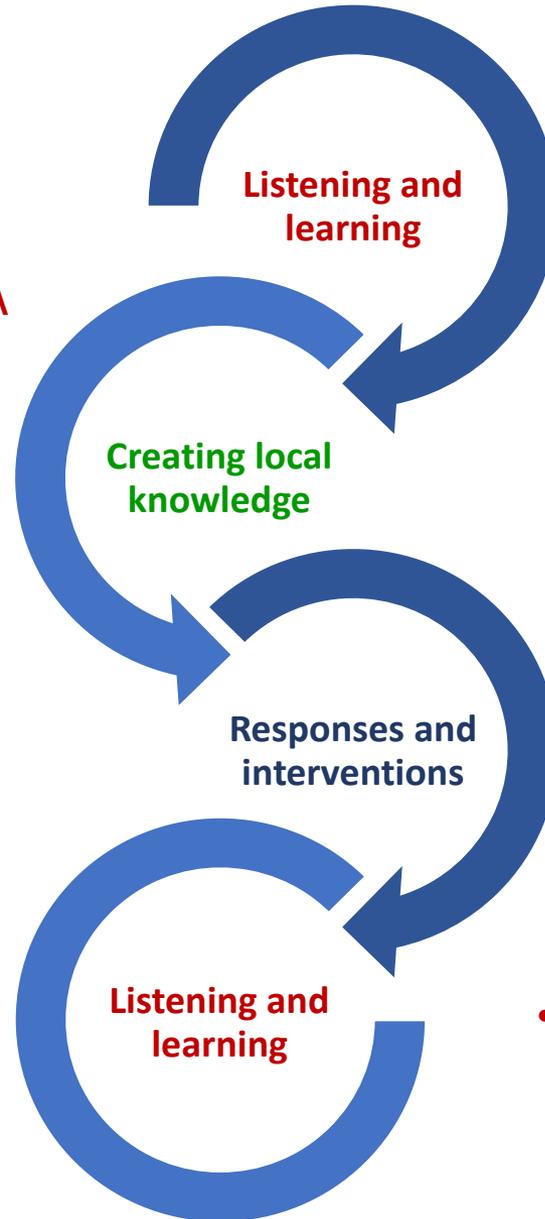
Use local knowledge to address health and healthcare needs

- Community reactions to
 - Closing of Labor & Delivery, Sale to HCA of Mission/BRRHListening sessions at 15 sites

- Resolutions passed by local elected officials
- Groups and individuals lobbied for amendments to sales agreement with NC Attorney General



AG said "Amended agreement was better!"



- Briefed the public, local mayors and county commissioners on concerns in sales agreement

- Next issue:
 - Access to Care for uninsured, low-income

Top Three Priorities

1. Seek nonprofit status
2. Post consolidated/organized material from Community Conversations on website to share with interested agencies/orgs
3. Research Access to Care for uninsured and low-income residents, and disseminate what we learn

Have we left anything out?

Actions suggested by Jen Nixon

1. Develop the SEARCH plan further, knowing that we'll need additional resources
2. Identify and secure technical assistance from statewide partners for capacity building activities
3. Explore partnerships with Dogwood Health Trust and the AMY Wellness Foundation
4. Apply for capacity building funding as SEARCH transitions to a nonprofit organization
5. Seek partnerships with mission-aligned organizations
6. Identify and visit other rural healthcare advocacy agencies
7. Create a health and wellness needs and priorities assessment as a basis for project development

What Can You Do?:

1. Convene a group around “What is a healthy community?”
2. Bring young(er) and local people to SEARCH
3. Serve on a SEARCH committee or the board
4. Manage Social Media Presence
5. Raise funds from individuals, business, grants
6. Join & capture stories from Listening Sessions
7. Offer photography and video expertise
8. Feed information to the Independent Monitor
9. Plan food for community meetings
10. Write and implement a public relations plan
11. Monitor on-line resources on rural health
12. Redesign the website

Your questions & suggestions?

