



February 14, 2022

Dear Rural Health Partner,

Thank you for your work to improve access to care and health outcomes in rural Tennessee. Daily, I hear inspiring stories of partners like you making great things happen in our rural communities and I am grateful for your engagement with our association.

Since I started two years ago, I have had the opportunity to meet and learn from our many members, partners, and stakeholders. I've learned that while RHA of TN has an incredibly strong network, there is one group of nearly 200 essential rural health providers noticeably missing – federally designated Rural Health Clinics. The more I learn about RHCs, the more I am convinced that supporting this group of rural providers is key to strengthening our rural health infrastructure.

To remedy this solution, last September we hired a Rural Health Clinic Network Director. This is thanks to a Centers for Disease Control (CDC) grant available through May 2023. This funding, focused on providing COVID-19 outreach and support has allowed us to connect with nearly all the state's RHCs to begin relationship building and resource sharing.

Since our CDC funding is time-limited, we are working on several initiatives to sustain RHC supports long term. We've applied for a Health and Human Services Agency (HRSA) planning grant which will assist in building a formalized Tennessee Rural Health Clinic Coalition. We're also creating a "Preferred Business Partner" program specifically for our RHCs and Critical Access Hospitals (CAH).

Between our new RHC Network Director and Freda Russell, our 2022 Board President and CEO/CNO of Three Rivers Hospital, we are confident in our ability to make meaningful connections with RHCs. We are planning several RHC specific events, newsletters, and mailing campaigns. A team of volunteers is also developing a grant writing services business plan that would support bringing more resources to RHCs, CAH, and other rural health members.

As you can see, we are working very hard to sustain this work. Our ask of you is to please review the enclosed information and consider joining our Preferred Business Partner program. If you're interested in learning more, I'm happy to schedule a call to discuss details.

To good health,

A handwritten signature in blue ink that reads "Jacy Warrell".

Jacy Warrell, MPA
Executive Director

Rural Health Clinic and Critical Access Hospital Preferred Business Partner Program

Our Preferred Business Partner Program is limited to 10 companies. Membership is good for a 1-year period from the time payment is received. Preferred Business Partners must demonstrate a history of working with RHCs in Tennessee, at least 1 reference from a Tennessee RHC or CAH, and provide their marketing/media kits to RHA of TN staff for review before being accepted.

RHC Sustainer (\$5,000)

- All Preferred Business Partner benefits, plus:
- 1 blog post and newsletter feature (Rural Health Digest and RHC Newsletter)
- Logo in 6 additional RHC specific newsletters (12 total)
- 20% discount on RHA of TN Annual Conference sponsorship
- One \$200 discount for RHA of TN Leadership Academy led by Dr. Bill Auxier

RHC Partner (\$2,500)

- Listing as a Preferred Business Partner at 2 RHC events/trainings
- Listing as a RHC preferred business partner at RHA of TN Annual Conference
- Logo in 6 RHC newsletters
- Logo on RHC webpage
- 1-2 Page brochure/info flyer included in a mailer to all RHCs.
- 10% discount on RHA of TN Annual Conference sponsorship
- RHA of TN Organizational Membership

RHA of TN Quick Facts

- 600 Individual and Organizational Members
- Nearly 2000 Rural Health Digest subscribers, 32% Open Rate
- Starting list of over 100 RHC Newsletter subscribers
- Average of 95,000 website visits annually
- Conducting 2 outreach mailers to nearly 200 RHCs in 2022, plus individualized contact

Current RHC Partners:

- Amerigroup
- North American HMS
- Intalere – A Vizient Company