

# MHCA news alerts!

## Summer 2013

### 2013 Annual Forum September 14 - 17 Renaissance Resort, Palm Springs, CA

*The road to success is paved  
with shared expertise and insight.  
At the Forum you will learn about ...*

- ◆ **Economics of Healthcare Reform and Its Impact on Mobile Clinics**  
Aparna Mekala, Director  
Cohn & Reznick  
Leading Consultants on Healthcare Reform
- ◆ **Marketing Strategies for Ensuring Maximum Clinic Utilization**  
Rebecca Heyl, President  
Rebecca Heyl Communications
- ◆ **Emergency Preparedness For Disaster Relief**  
Garrett Ingoglia, Vice President Emergency Response  
AmeriCares
- ◆ **The Value of Innovative Partnerships**  
Keynote Address: Earl Maxwell, CEO  
St. David's Foundation

*At the Forum you will have  
the opportunity to ...*

- ◆ **Learn from over 45 speakers** ~ presenting in General Sessions, Breakout Learning Sessions, the Intensive Training Course, single-topic Workshops, and One-on-One Mentoring Conversations
- ◆ **Develop networking relationships** ~ among over 200 national healthcare providers who share a common interest and commitment to mobile healthcare; with members of MHCA Regional Coalitions and Special Interest Committees
- ◆? **Tour specialty health vehicles** ~ on display and meet with product/service vendors

### MHCA Special Interest Groups

#### **New! Technology Committee**

Mobile health clinics share common problems with technology issues such as communications connectivity, implementation of telemedicine, data collection, and obtaining IT support. As a follow-up to the communications technology workshop introduced at the 2012 Annual Forum, a new MHCA **Technology Committee** has been formed and chaired by Jerry McLarty, PhD, LSU-Shreveport Health Science Center. The Committee will schedule its first meeting during the **2013 Annual Forum** to discuss strategies for addressing the needs of mobile healthcare providers. For more information or to join the committee, contact: (318) 813-1446 or [click here](#).

#### **Mobile Mammography Committee**

**Contact:** Debi Kennedy, Community Outreach  
**Parkview Comprehensive Cancer Center (IN)**  
Ph: (260) 266-9180 or [click here](#).

## "Palm Springs Roadshow" by LDV

En route to the **Ninth Annual Mobile Health Clinics Forum** in Palm Springs, CA, the LDV 2014 Model is making its way West. The latest mobile healthcare vehicle, will be available to visit your facility the first two weeks of September. To schedule a stop at your facility ~ [click here](#).

## ADI Advocates for Mobile Health in Washington DC

Jim Kitch, VP of Sales and Marketing, ADI Mobile Health recently spoke at the National Dental Association Day on Capitol Hill in Washington DC. Attending the meeting were ten Congressional representatives. Jim spoke on the benefits of mobile health, their role in increasing access to care and their impact on the overall health system. This presentation was an eye opener to the legislators as many were not familiar with mobile health programs in the districts they represent. Jim is also working with several state dental associations and consulting with them on crafting mobile dental clinic regulations on a state-by-state basis. New strategic alliances have been developed with the National Dental Association with more on the way. To learn more, contact: (503) 780-8399 or [click here](#).

## Mobile Health Clinics ON THE MOVE

**MHCA Membership Continues to Grow** Closing in on 300 members from 44 U.S. states *plus* Canada, South America and New Zealand! To renew your membership or join ~ [click here](#).

**MHCA Website Sees Increase in Visitors** In the last twelve months 28,000 have visited the MHCA website - a record 2,100/month! In July there were 2,800 visitors. Many visitors have shown a strong interest in the upcoming Forum. To keep current with MHCA and see what's new on the website ~ [click here](#).

**Mobile Health Map** The Map is currently studying how to keep mobile clinics rolling with the Affordable Care Act. Share how your program is funded and enter for a chance to win a registration to the **MHCA 2013 Annual Forum** ~ [click here](#).

## MHCA Regional Coalitions Update ~New Coalition

Joining MHCA's nine currently established Coalitions is the **St. Louis Mobile Health Clinics Coalition** coordinated by Susan Kraenzle, RN, Manager, Siteman Cancer Center, Barnes Jewish Hospital, Washington University School of Medicine. For more information, contact: (314) 454-7620 or [click here](#).

Want to start a Regional Coalition in your area?  
Contact Melissa Maney @ (814) 899-8163 or [click here](#).

## Join The Growing Sector of Active MHCA Members

**Serve as a mentor at the Annual Forum**  
**Start a new special interest committee**  
**Launch a Regional Coalition**  
**Be an advocate for mobile healthcare**  
**Help to plan the 2014 Forum - our 10th Anniversary**  
To contact MHCA call (415) 863-2032 or [click here](#)

## **MHCA Member Updates**

### **Bon Secours Richmond Health System (VA)**

Beth Merchant promoted to Vice President, Community Health Services

### **California Association of Free & Charitable Clinics**

Name change from Free Clinics of the Western Region

### **Norton Healthcare (KY)**

Mobile Mammography original paper in *Journal of Community Health*

(Open access at Springerlink.com - search mobile mammography)

### **Open Door Health Center (MN)**

Jen Theneman promoted to Chief Operations Officer

Recipients of the Minnesota Rural Health Association 2013 annual "Rural Health Team" award

### **Suncoast Community Health Centers (FL)**

Kelly Herremans, Mobile Medical Manager, leaving to attend medical school at Georgetown University

### **American Telemedicine Association**

*Telemedicine News Brief* available at [ata@multibriefs.com](mailto:ata@multibriefs.com)

## **New Mobile Programs**

### **FirstMed Health and Wellness Center (NV)**

### **Tuba City Regional Health Care (AZ)**

### **Saint Vincent Health System (PA)**

**Do you have a new title or mobile program to share?**

Contact MHCA (814) 899-8163 or [click here](#).

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