



NATIONAL RURAL HEALTH ASSOCIATION

40th Annual Rural Health Conference

May 10-12, 2017

San Diego, California

Wednesday, May 10, 2017

7 – 8 a.m.

Breakfast

Exhibit Hall, Grande Ballroom

8 - 9:30 a.m.

Opening Session / Keynote - Life and Breath in Rural America

Grace Anne Dorney Koppel, MA, JD, COPD Foundation, President

Harbor Island Ballroom

9:30 - 10 a.m.

Break

Exhibit Hall, Grande Ballroom

10 a.m. - 11:15 a.m.

Concurrent Sessions

1A:

Unintentional injuries associated with opioid use in rural communities in rural communities

Nautilus 1, lower level

Aesha Turner, Turner, ATSU CGHS Public Health Department, Faculty & Doctoral Student

David Line, PhD, ATSU CGHS Public Health Department, Associate Professor

Mary-Katherine Smith, DrPH, ATSU CGHS Department of Public Health, Chair & Associate Professor

Unintentional injuries and death associated with opioid use have increased over the past two decades due to abuse of prescription opioids and increased access to heroin. This session looks at the impact of opioid use from occupational injuries to overdoses to the spread of infectious diseases.

Tackling Infectious Disease Risk of the Opioid Epidemic

Sara Miller, Med-IQ, LLC, Director, QI Institute, CE Content and Strategy

Through case study, participants will discuss how continuing education developed specifically for rural healthcare providers can help build critical knowledge and skills related to hepatitis C and HIV prevention, identification, and care and address infectious disease risks associated with the escalating opioid epidemic and injection drug use in rural communities.

1B

Telehealth and the triple aim in rural care

Nautilus 2, lower level

Jimmy Ashley, Texas Tech University Health Sciences Center, Enterprise Network Engineer
Amanda Freeman, MeD, Texas Tech University Health Sciences Center, Senior Counselor of The TWITR Project

Billy Philips, PhD, Texas Tech University Health Sciences Center, Professor of Family and Community Medicine and EVP Rural and Community Health

This session will feature hands-on applications of modern mobile technologies to manage chronic conditions, behavioral health and counseling, and use of point of care ultrasound. Proven programs of Texas Tech University Health Sciences Center will be discussed in each topic.

1C

Monitoring and Benchmarking Rural Health Clinic Financial Performance

Nautilus 3, lower level

John Gale, MS, Maine Rural Health Research Associate, Research Associate

Relatively little information is available to assist Rural Health Clinics (RHCs) in monitoring and improving their financial performance. This session explores the development of financial performance and efficiency measures using Medicare cost reports as well as the use of financial and staffing benchmarks by an RHC quality improvement network.

1D

Leveraging Private Practice Dentists in Health System Equity

Nautilus 4, lower level

Christine Veschusio, DrPH, Division of Population Oral Health, MUSC, Oral Health Policy Consultant and Adjunct Assistant Professor

Most rural communities lack access to safety net dental programs. Collaborative referral management approaches between rural health clinics and dentist in three South Carolina communities will be shared. Participants will explore individual and participate attributes that rural health advocates should consider when engaging rural dentists to address system-level issues.

1E

Preparing a Primary Care Workforce for Rural Alabama

Nautilus 5, lower level

D'Ann Somerall, DNO, Med, FNP-, University of Alabama at Birmingham School of Nursing, Assistant Professor

Lauren Wehunt, BSN, RN, University of Alabama at Birmingham School Nursing, Graduate Student

Shana White, BSN, RN, University of Alabama at Birmingham School Nursing, Graduate Student

Cynthia Selleck, PhD, RN, University of Alabama at Birmingham School Nursing, Professor & Associate Dean, Clinical & Global Partnerships

This session will discuss how the University of Alabama at Birmingham School of Nursing is leveraging two partnership programs to prepare primary care nurse practitioners to provide care in rural Alabama. The Graduate Nursing Education Primary Care Scholars Program and Advanced Nursing Education Program collaboration will be discussed.

1F

Obstetric Care and Hospital Closure in Rural Area

Seabreeze, Ballroom level

Angela Thompson, MD, MPH, FACOG, Mayo Clinic, Obstetrician

Kristin Wharton, RN, PHN, IBCLC, Sawtooth Mountain Clinic, Community Health Nurse

Peiyin Hung, MSPH, University of Minnesota Rural Health Research Center, PhD Candidate and Statistical Programmer

Katy Kozhimannil, PhD, MPA, University of Minnesota Rural Health Research Center, Associate Professor and Director of Research

Approximately 500,000 rural US women give birth annually, with hospital and unit closures increasingly affecting access and care. Rural clinicians will relate the effects of closures on their patients, Research experts will respond, contributing data. Together, speakers will discuss administrative, clinical, and policy strategies for ensuring rural obstetric care access.

1G

Contributed Research Papers

Marina 2, Ballroom level

Insurance and Rural Access to Substance Use Treatment

- *Tyrone Borders, University of Kentucky, Professor*

Assessment of Rural Hospitals Readiness for Opioid Epidemic

- *Stephanie Laws, Rural Health Innovation Collaborative, Executive Director*

ED Use for Behavioral Health among Rural Residents

- *Shawnda Schroeder, Center for Rural Health, Research Assistant Professor*

Mental Health First Aid in rural United States

- *Britta Anderson, Walsh Center for Rural Health Analysis at NORC, Research Scientist*

11:15 a.m. – 12:15 p.m.

Plenary Session – HRSA and CDC Rural Health Update

Harbor Island Ballroom

Tom Morris, Federal Office of Rural Health Policy, Associative Administrator

Von Nguyen, MD, MPH, Centers for Disease Control and Prevention, Acting Associate Director for Policy

This session will provide updates regarding key Federal activities that help improve access to quality health care in rural communities.

12:15 p.m. – 2 p.m.

Lunch

Bayview Lawn

2 – 5 p.m.

Student Track Session

Marina 4, Ballroom level

Join other students for an interactive rural ethics session and the student constituency meeting.

2-2:50pm

Combat Medicine

Hands-on demonstrations and real-life stories led by a Navy medic

3-3:50pm

Coordinated Care and the future of medicine

Angela Bangs, MBA, MD candidate

Interactive session on this emerging approach for providers to do the best for their patients

4-5pm

Student Constituency Group Meeting

Current NRHA President Dr. David Schmitz

2 – 3:15 p.m.

Concurrent Sessions

2A

Expanding Access to Colorectal Cancer Screening: Benchmarking Quality Indicators

Nautilus 1, lower level

Jane Bolin, RN, PhD, Texas A&M University School of Public Health, Co-PI Colorectal Cancer Screening Grant

There is an inadequate supply of physicians who perform colonoscopies. This leads to higher colon cancer rates in rural areas. This shortage could be reduced in PCP's performed

colonoscopies. This session reports on original research assessing outcomes of colonoscopy procedures performed by PCP trainees in CRC prevention program.

2B:

Climbing the Ladder Toward Reovery: North Carolina Mobile Medication Program Nautilus 2, lower level

Julia Wacker, North Carolina Hospital Association, Director of Behavioral Health

The session will review outcomes from the first two year of the Mobile Medication Program pilot, serving adults with mental illness in rural North Carolina. Participants' number of hospitalizations dropped 82% and emergency department visits fell 90%. MMP was the winner of the Pioneer Institute's 2016 Better Government Competition .

2C

Aligning provider and hospital interests in rural Illinois Nautilus 3, lower level

Gregg Davis, MD, Illinois Rural Community Care Organization, LLC, Chief Medical Officer

The Illinois Rural Community Care Organization has guided 24 rural Illinois hospitals and 150 primary care physicians in the transition from volume to value based practice. This presentation will explore the changing market force, provider adaptation and changing metrics necessary to align the interest of providers and hospitals.

2D

Rethinking the Challenges of Rural Health Nautilus 4, lower level

Ira Moscovice, PhD, University of Minnesota, Division Health Policy and Management, Mayo Professor and Division Head

To improve rural population, targeted investments need to move beyond traditional health care to address the social determinants of health. This session discusses how the principle underlying the Robert Wood Johnson Foundation's Culture of Health Initiative can be implemented in rural communities and lead to improved population health.

2E

Developing the First Rural Track in Obstetrics and Gynecology Nautilus 5, lower level

Ellen Hartenbach, MD, University of Wisconsin, Dept. of Obstetrics and Gynecology, Vice-Chair of Education and Residency Program Director

Jody Silva, M.Ed., University of Wisconsin, Dept. Obstetrics & Gynecology, Rural Residency Program Coordinator

John Street, PhD, University of Wisconsin, Dept. Obstetrics & Gynecology, Education Program Manager

The University of Wisconsin has developed the nation's first rural residency track in Obstetrics and Gynecology. We will present a compelling argument that Obstetrics & Gynecology must commit to developing a nationwide training pipeline to place physicians in rural areas.

2G

Contributed Research Papers

Marina 2, Ballroom level

Benefits of Neuro-Emergent Telemedicine in Rural New Mexico

- *Julianna M. Montoya, University of New Mexico, Program Coordinator-ACCESS Program*

Neuro-emergent Telemedicine Stroke Consultations in Rural New Mexico

- *Maurice Moffett, University of New Mexico, Research Assistant Professor*

Telehealth Use in Rural Medicaid: A Baseline Inventory

- *Amada Burgess, University of Southern Maine, Research Professor*

Telehealth Simulation to Support EMS & Rural Providers

- *Ragan DuBose-Morris, South Carolina Area Health Education Center, Director*

3:15 – 3:45 p.m

Break

Nautilus Foyer

3:45 – 5 p.m.

Concurrent Sessions

3A

How are we addressing Addiction in Rural? (ORHP)

Nautilus 1, lower level

Sara Afayee, Public Health Analyst, Federal Office of Rural Health Policy

Nicole M. Salvo, Program Director, Armstrong-Indiana-Clarion Drug and Alcohol Commission

Join in on an interactive discussion regarding addiction, substance abuse and its impact on rural communities. In addition to discovering FORHP funded tools and resources, participants will have the opportunity to learn about different innovative models that address addiction and substance abuse, which are funded through the Rural Health Care Outreach Services grant program, and the Rural Opioid Overdose Reversal pilot program.

3B

The Rural Health Philanthropy Partnership: Early Results and Future Plans

Nautilus 2, lower level

Tom Morris, Federal Office of Rural Health Policy Associate Administrator

Panelists/Speakers

Kim Tieman, Program Director, Benedum Foundation

Brian Myers, Vice President of Rural Health and Capacity Building, Empire Health Foundation

Alan Morgan, CEO, National Rural Health Association

Public-private partnerships can play a key role in supporting health care in rural communities. This session features early results from two foundations that took part in an aligned funding initiative as part of the Rural Health Philanthropy Partnership, a partnership of the Federal Office of Rural Health Policy, the National Rural Health Association and Grantmakers in Health. The session will also feature a discussion of foundation efforts in support of community health workers.

3C

MACRA, CPC+, CCM- What is the end game?

Nautilus 3, lower level

Cody Mullen, PhD(c), Indiana Rural Health Association, Network Development Coordinator

The Indiana Rural Health Association (IRHA) has developed and supported a chronic care management (CCM) program to assist healthcare providers in the transformation from volume to value. This presentation will discuss the next steps of CCM and other CMS programs. In addition, a non-Medicare based CCM program will be highlighted.

3D

Rural Children: Increasing coverage but lagging service use

Nautilus 4, lower level

*Janice Probst, PhD, SC Rural Health Research Center, University of South Carolina, Director
Kevin Bennett, PhD, Department of Family and Preventive Medicine, University of South Carolina, Associate Professor*

Between 2003 and 2012, the proportion of rural children with health insurance increased steadily, but gains in rates of preventive medical and dental visits noted between 2003 - 2007 had diminished by 2012. This session will document these trends and address potential barriers to care for rural children.

3E

Health Policy Fellowship: Preparing Health Professionals for Leadership

Nautilus 5, lower level

*Kim Becher, MD, Community Care of WV, Family Practice physician in a rural community
Jennifer Plymale, Marshall University Joan C. Edwards School of Medicine, Associate Dean of Admissions and Director of the Robert C. Byrd Center for Rural Health*

Marshall University Medical School's health policy residency track is one of a few in the country. The graduates have assumed leadership roles in state and national policy-making and in their rural communities, including one speaker, a physician, who helped her rural community recover from a devastating flood.

3F

Rural Medicare Policy Update (FORHP)

Seabreeze, Ballroom level

Emily Cook, MSPH, JD, McDermott Will & Emery partner
Carol Blackford, MPP, Centers for Medicare & Medicaid Services, Hospital and Ambulatory Policy Group director
Wakina Scott, PhD, Federal Office of Rural Health Policy coordinator

This session will provide participants with an overview of recent Medicare policies and regulations that affect rural clinicians and health care facilities including changes related to services, billing, and quality reporting. Participants will learn about CMS' proposed or upcoming policy changes for inpatient and outpatient hospital services, physician services and emergency preparedness.

3G

Contributed Research Papers

Marina 2, Ballroom level

Comparison of Rural and Urban Hospital Readmission Rates

- *Kristin Schuller, Ohio University, University of Arizona, Assistant Professor*

Adapting an evidence-based CVD intervention to rural communities

- *Grant Brueggeman, University of Nebraska, graduate student*

5:00 – 5:45 p.m.

An Open Discussion with the Editor of The Journal of Rural Health

Nautilus 1, Ballroom level

Ty Borders, PhD, University of Kentucky professor and department chair

The Journal of Rural Health (JRH) is the official scholarly publication of the NRHA. The Editor will provide an update on current statistics for the JRH and will answer questions about publishing in the journal.

Thursday, May 11

6 - 7 am

Sunrise Yoga

Bayview Lawn outside the Grande Ballroom

Join NRHA's Vice President of Program Services and Registered Yoga Teacher, Amy Elizondo, for a Sunrise Yoga session to help get the day started! Amy has been practicing yoga for over 16 years and has been teaching for 5. All levels are welcome for this session. Expect to experience the health benefits of yoga with a great view of the bay as a backdrop. See you on the mat!

7:30 - 9:00 a.m.

Constituency Group meetings and continental breakfast

9 – 10:15 a.m.

Concurrent Sessions

4A

Healthcare for the Whole Person: Social Determinants of Health for Rural Populations and Chronic Care Management (ORHP)

Nautilus 1, lower level

Aaron Beswick, MSW, MPH, Federal Office of Rural Health Policy

Ty Borders, PhD, Department of Health Management and Policy College of Public Health University of Kentucky

Michelle Oswald, MA, BSW, Centers for Medicare & Medicaid Services, Office of Minority Health

Peggy Wheeler, MPH, Vice President Rural Health & Governance California Hospital Association

Makeda Clement, MS, MBA, Federal Office of Rural Health Policy

This session will have an update on FORHP initiatives related to Social Determinants of Health. There will be a presentation from members of the National Advisory Committee on Rural Health and Human Services, as well as an update on the Centers for Medicare and Medicaid Services Office of Minority Health and Federal Office of Rural Health Policy collaboration on the Chronic Care Communications outreach and education campaign.

4B

Combating Rural Opioid Use: Community and Provider Strategies

Nautilus 2, lower level

John Gale, MS, Maine Rural Health Research Associate, Research Associate

Holly Andrilla, WWAMI Rural Health Research Center, Research Scientist

Experts recognize the value of a comprehensive community-based intervention strategy involving prevention, treatment, and recovery in reducing the burden of rural opioid use. This session will explore effective components of an integrated community-based strategy involving hospitals, health care providers, public health, schools, local government, law enforcement, EMS, and community leaders.

4C

Extension for Community Healthcare Outcome: Reducing Provider Isolation

Nautilus 3, lower level

Mirna Becevic, Department of Dermatology, Assistant Professor of Research for Telehealth

E. Rachel Mutrux, Missouri Telehealth Network, Program Director

Gwen Ratermann, Missouri Telehealth Network, Associate Director

Susan Wilson, Missouri Primary Care Association, Chief Operating Officer

Show-Me ECHO (Extension for Community Healthcare Outcomes) Project is designed to educate and mentor Missouri primary care providers in complex, costly, chronic, and common diseases. The Missouri Telehealth Network and Primary Care Association lead ECHO sessions in 6 different specialties. Virtual learning collaboratives reduce professional isolation and improve healthcare outcomes.

4D

Quality Measurement and the Social Determinants of Health

Nautilus 4, lower level

Ira Moscovice, PhD, University of Minnesota Rural Health Research Center, Mayo Professor and Director

Brock Slabach, MPH, FACHE, National Rural Health Association, Senior Vice President for Member Services

Tim Putnam, DHA, Margaret Mary Health, President/CEO

Carrie Henning-Smith, PhD, University of Minnesota Rural Health Research Center, Research Associate

Quality measures do not take into account differences in patient and population characteristics. Risk-adjustment strategies address this issue, but the unique rural context has largely been missing from the discussion. This session will provide an overview of rural-relevant issues in quality measurement and adjustment for socio-demographic characteristics.

4E

Pre-matriculation Characteristics as Predictors of Rural Primary Care Practice

Nautilus 5, lower level

Mark Deutchman, MD, University of Colorado, Associate Dean for Rural Health, Rural Track Director, Colorado AHEC Director

Roberto Silva, MD, University of Colorado, Rural Track Assistant Director

Melanie DeHerrera, University of Colorado, Rural Track Program Coordinator

After 10 years of operation, the Rural Track at the University of Colorado has practice data on graduates. This session will highlight which pre-matriculation characteristics (demographics, education, residency state, etc.) had the greatest influence on rural practice location.

4F

Keeping the Next Generation Healthy: Challenges and Successes in the Health of Rural Kids (FORHP)

Seabreeze, Ballroom level

Sarah Bryce, Federal Office of Rural Health Policy Office for the Advancement of Telehealth, Team Lead

Hayley Ready, Indiana Rural Schools Clinic Network, Telehealth Network Grant Program

Adriann Ricker, Fort Peck Tribes Health Promotion Disease Prevention School Based Health Centers, Telehealth Network Grant Program

There are key differences in the demographic characteristics of children living in rural vs. urban areas, which in turn can impact their health status. This session will highlight some of the recent research around rural child health disparities and highlight two Federal Office of Rural Health Policy (FORHP) grantees that received grant funding through the Telehealth Network Grant Program to provide telehealth services in School Based Health Centers. Panelists will

describe their grant projects and participate in a round table discussion about what they were seeing in their communities that inspired them to seek funding for the their projects and lessons learned (so far) from getting the projects off the ground.

4G

Contributed Research Papers

Marina 2, Ballroom level

Federally Qualified Health Center Workforce: 2016/17 and 2004

- *Gary Hart, Center for Rural Health, Director*

The Rural Recession

- *Kevin Bennett, University of South Carolina, Associate Professor*

Rural-urban differences in the colonoscopy workforce in South Carolina

- *Jan Eberth, University of South Carolina, Assistant Professor*

Rural and Urban Dentists' Perceptions of Dental Therapy

- *Shawnda Schroeder, Center for Rural Health, Research Assistant Professor*

10:15 – 10:45 a.m.

Break

Nautilus Foyer

10:45 a.m. – 12:00 p.m.

Concurrent Sessions

5A

Connecting Community: Tools for Developing Rural Health Networks

Nautilus 1, lower level

Amanda Corbett, Rural Health Research Center research fellow

Beth O'Connor, Virginia Rural Health Association executive director

Nathalie Preptit, Tennessee Rural Partnership Director of Outreach Services & Partner Engagement

Learn how to enhance your network in this presentation featuring successful rural network implementers who are highlighted in the new Rural Health Network and Coalition toolkit! Topics include: effective models of networks and coalitions, collaboration strategies to improve community health, and resources to increase your network's impact.

5B

Veterans Health Administration Rural Innovation

Nautilus 2, lower level

Thomas Klobucar, PhD, Veterans Health Administration, Deputy Director, Office of Rural Health (10P1R)

Tommy Driskill, Office of Rural Health, VHA / VA Pacific Islands Health Care System, Field Adviser to Director, Office of Rural Health, VHA / Rural Health Coordinator VA Pacific Islands Health Care System

This session will explain how the Office of Rural Health, Veterans Health Administration has embarked upon a new collaborative process to disseminate innovative best practices Enterprise-Wide initiatives to Veterans Systems across the country as a means of enhancing both quality and access to health care for America's most rural Veterans.

Community Partnerships to Connect Rural Veterans to Resources

*Kimber Parry, Veterans Rural Health Resource Center-SLC, Geriatric Population Scientist
Jennifer Morgan, Utah Aging and Disability Resource Connection (ADRC), Director/Project Manager*

Nancy Dailey, MSN, RN, Veterans Rural Health Resource Center, Deputy Director

This session presents a Veterans Administration (VA) initiative that helps rural Veterans access VA benefits. Community agency staff are trained about VA benefits and develop partnerships with VA staff to support outreach and benefits counseling to rural Veterans and families. VA is disseminating this initiative to rural communities nationwide.

5C

Developing Patient-Focused, Culturally Sensitive Care

Nautilus 3, lower level

Neil Piispanen, NBBJ, Architect

Brian Sewell, Wenaha Group, Owners representative

The Yellowhawk Health Center, serving the members of the Confederated Tribes of the Umatilla Indian Reservation, is constructing a health center driven by a patient-centered, relationship-based model of care. The new center will be the most energy-efficient health facility in the region and will embrace team spaces versus individual offices.

5D

South Carolina's Rural Health Action Plan

Nautilus 4, lower level

Graham Adams, PhD, South Carolina Office of Rural Health, CEO

Melinda Merrell, South Carolina Office of Rural Health, Senior Program Director

The South Carolina Office of Rural Health, a non-profit, non-partisan organization, leads a statewide effort bringing together the state's rural communities and state leaders to create a common vision for healthier rural communities. The SC Rural Health Action Plan contains a comprehensive framework with actionable strategies to improve rural health.

5E

Using Data to Guide Rural Physicians Pipeline Initiatives

Nautilus 5, lower level

Lainey Mattox, Northeast Kentucky Area Health Education Center, Assistant Director

Jessica Caudill, Northeast Kentucky Area Health Education Center, Student Services Coordinator

David Gross, Northeast Kentucky Area Health Education Center, Director

Amid local students' low application/matriculation rates to in-state medical schools; the Northeast Kentucky Area Health Education Center developed two physician pipeline programs. This presentation describes the programs' successes, details our multi-year analysis of county-level medical school data, and makes the case for regional responsibility in the development of competitive applicants.

5F

Rural Hospital Closures: Who is responding and how? (OHRP)

Seabreeze, Ballroom level

Andrew Coburn, Research Professor, Director, Maine Rural Health Research Center, Muskie School of Public Service, University of Southern Maine

Casey Hendricks, JD, Vice President, The Montgomery Institute

Sarah D. Young, MPH, Flex Program Coordinator, Federal Office of Rural Health Policy

This session will discuss current trends in rural hospital closures and the impacts of closures on rural communities. Learn about local responses to rural hospital closures as rural communities strive to maintain access to health care in the face of a changing delivery system. See how FORHP works across program areas and uses research and policy development to inform rural health grant programs.

5G

Contributed Research Papers

Marine 2, Ballroom level

Developing an eHealth Intervention for Cancer Symptom Management

- *Stephanie Gilbertson-White, University of Iowa, Assistant Professor*

Improving Access to Care and Quality of Life for Patients with Parkinson's Disease in Rural Southeast Ohio

- *Kristin Schuller, Ohio University, Assistant Professor*

Factors associated with breast cancer screening guidelines adherence among rural low-income women

- *Jane Bolin, Texas A&M University, Professor; Southwest Rural Health Research Center, Director*

Disparities Associated with Pneumococcal Immunization among Rural Elderly Adults

- *Jeffery Talbert, University of Kentucky, Professor*

12 – 1:45 p.m.

Rural Health Awards Luncheon

Grande Ballroom

Join NRHA for a tribute to the 2017 Rural Health Award winners.

1:45 – 3:15 p.m.

Terry Reilly Lecture

Building a workforce fit for purpose: Inspiring and growing the next generation of rural health professionals

John Wynn-Jones, MD, Keele Medical School, Senior Lecturer in Rural and Global Health

Harbor Island Ballroom

3:15 – 3:45 p.m.

Break

Nautilus Foyer

3:45 – 5:00 p.m.

Concurrent Sessions

6A

Vivir Mejor! (Live Better) Collaborative Diabetes Model TBA

Nautilus 1, lower level

Susan Kunz, MPH, Mariposa Community Health Center, Chief of Program Development

Vivir Mejor! (Live Better) is a rural partnership between a health center, hospital, development corporation, food bank and others that uses CHWs to achieve statistically significant improvements in lifestyle A1c.

6B

Intentional Governance Critical to Rural Health Mission Sustainability

Nautilus 2, lower level

Patricia Crawford, MS, CHES, West Virginia School of Osteopathic Medicine, Director Rural Outreach

Sharon Lansdale, RPh, MS, Center for Rural Health Development, Inc., President/CEO

Sally Hurst, West Virginia School of Osteopathic Medicine, Outreach Coordinator /Greenbrier County Health Alliance

Stephen Whited, Minnie Hamilton Health Care Center, CEO

The difference between many nonprofits is vested in how the board approaches its work. Some boards are reactionary, developing knee-jerk solutions with possible unintended consequences. In high-performing organizations governance is intentional. Data replaces emotion. Process trumps intuition. The process may be cumbersome, but almost always leads to the best strategies.

6C

Night Shift: How to Build Effective Telenocturnist Program

Nautilus 3, lower level

Talbot McCormick, M.D., Eagle Hospital Physicians, CEO

Doug Romer, Grande Ronde Hospital, executive director of Patient Care Services and Chief Nursing Officer

Jason Kimball, MD, Sunflower Telemedicine, hospitalist/founder

This session focuses on the benefits of telemedicine as a solution to night-shift coverage. Attendees will learn how telenoctrnists and other telemedicine solutions ease the night shift burdens faced by rural hospitals, with benefits including customer satisfaction, quick physician access, cost savings, burnout reduction, and growth potential for nighttime admissions.

6D

Diving into Telemedicine

Nautilus 4, lower level

Christine Martin, MBA, PMP, Adventist Health, Telehealth Director

Dan McCafferty, AMD Global Telemedicine, V.P of Global Corporate Development

This session will discuss the various ways telemedicine is being used globally to improve rural population healthcare and new opportunities it brings to your organization. Adventist Health will also dive into their specific use case of how they are currently using telemedicine today in 22 sites throughout rural CA communities.

6E

Innovation in Rural Allied Health Profession Workforce Development

Nautilus 5, lower level

Cindy Large, RN, BSN, Indiana Rural Health Association, Network Director

Stephanie Laws, Rural Health Innovation Collaborative,

Amnah Anwar, Indiana Rural Health Association, Evaluation Lead Coordinator

The Indiana Rural Workforce Innovation Network is an educational focused initiative funded by a HRSA allied health professions workforce grant. This presentation will demonstrate how the program is strengthening the workforce in rural Indiana through a strategic hiring and retention plan; clinical rotation program, and an online rural elective curriculum.

6F

Telehealth Resource Center: Providing Valuable Technical Assistance in Rural Areas (OHRP)

Seabreeze, Ballroom level

Sarah Bryce, Federal Office of Rural Health Policy Office for the Advancement of Telehealth, Deputy Director

Becky Sanders, Upper Mid-West Telehealth Resource Center, Director

Carlo Deckert, Kansas University, Director of Project ECHO

E. Rachel Mutrux, Missouri Telehealth Network, Director

This session will highlight FORHP-funded Telehealth Resource Centers (TRC) that provide technical assistance to healthcare organizations, healthcare networks, and healthcare providers in the implementation of cost-effective telehealth programs to serve rural and medically underserved areas. In understanding the work of the TRCs, the session will highlight the top technical assistance questions asked of TRCs and the impact of their assistance. Experts using Project ECHO will present how they used this model to launch their telehealth programs.

6G

Contributed Research Papers

Marina 2, Ballroom level

Reaching Rural Youth through the Real Cost Smokeless Campaign

- *Matthew Walker, U.S. Food and Drug Administration, Health Scientist*

Respiratory Health of Farm Operators Using Pesticides

- *Opal Patel, Center for Disease Control, CDC Fellow*

Rural-Urban Differences in Unpaid Caregivers of Adults

- *Elizabeth Crouch, South Carolina Rural Health Research Center, Research Assistant Professor*

Disadvantaged Youth and Health Careers: An International Comparison

- *Deb Jones, University of Sydney/University Dept of Rural Health-Broken Hill, Professor*

Friday, May 12

8 – 8:40 a.m.

CMS Rural Council Update

Harbor Island Ballroom

Cara James, Centers for Medicare and Medicaid Services, Director of the Office of Minority Health

8:40 – 9:30 a.m.

Washington Update

Harbor Island Ballroom

9:30 – 9:45 a.m.

Break

9:45-11:00 a.m.

Concurrent Sessions

7A

Leveraging Cross-Sector Partners and Community Assets to Improve Rural Health and Well-being

Nautilus 1, lower level

Michael Meit, NORC at the University of Chicago senior fellow

The NORC Walsh Center for Rural Health Analysis, with support from the Robert Wood Johnson Foundation, is conducting formative research to explore opportunities that will accelerate or fundamentally improve health and well-being in rural communities through enhanced understanding of strengths and assets in rural regions. This work engages partners from across sectors and disciplines to consider the role of culture and regional dynamics in understanding how capacities can be leveraged to improve health and well-being.

7B

Area Health Education Centers Niche in Continuing Education

Nautilus 2, lower level

Gretchen Forsell, National AHEC Organization, Project Director

Trisha Schulz, National AHEC Organization, Program Manager

Terrell W. Zollinger, DrPH, Indiana University, Professor

Learn about how the National Area Health Education Center Organization has leveraged its network of over 300 centers to provide uniform professional continuing education on Veterans Mental Health and Human Papillomavirus Immunization Rate Improvement across the county with a focus on rural and underserved communities.

7C

Integrating Pharmacist into Interprofessional Primary Care Clinics

Nautilus 3, lower level

Rebecca Grandy, PharmD, Mountain Area Health Education Center, Clinical Pharmacist Practitioner

Irene Park, PharmD, Mountain Area Health Education Center, Clinical Pharmacist Practitioner

Stephanie Kiser, Rural Health and Wellness, Director

The Patient-Centered Primary Care Collaborative champions the integration of pharmacists into interprofessional primary care teams. Studies demonstrate that pharmacists improve the quality of care and lower healthcare costs. This session will highlight primary care practice models that have successfully incorporated pharmacists onto interprofessional teams.

7D

Jim Bernstein Health Leadership Program: Growing Local Leaders

Nautilus 4, lower level

Maggie Sauer, Foundation for Health Leadership and Innovation, President/CEO

Tom Bacon, DrPH, Foundation for Health Leadership and Innovation, Program Director

Rachel Presslein, Foundation for Health Leadership & Innovation, Program Manager for NC Rural Health Leadership Alliance and Bernstein Programs

Jamie Cousins, Foundation for Health Leadership & Innovation, Program Manager for the

Catalyst for Healthy Eating and Active Living
Pete McQuiston, Swain County Hospital, Director of Food and Nutrition

Pete McQuiston, Mission Health, Food Service Manager

Sarah Thach, Mountain Area Health Education Center, Administrative Director, Rural Health Initiative

The session will describe the Jim Bernstein Community Health Leadership Program and its core elements; leadership, partnership, rural life and the health system. The program integrates health care with the economic and social well being of rural communities. The purpose is to create local rural health leaders to inspire and innovate.

7E

Beyond the Barn: The Contemporary Rural Health Elective

Nautilus 5, lower level

Michael Faircloth, MD, University of Alabama at Birmingham, Department of Family and Community Medicine, Interim Chairman

William Curry, MD, UAB Health System, University of Alabama at Birmingham School of Medicine, Senior VP for Population Health, Associate Dean for Primary Care and Rural Health

Glenda Stanley, Alabama Statewide Area Health Education Center Program, Associate Director

This presentation will discuss how the University of Alabama at Birmingham School of Medicine is retooling the rural health elective by incorporating population health management, preventive health, and health literacy into the course. The combination Medical Doctor and Masters of Public Health Degree will be discussed.

7F

Transitional Rural Hospitals and Networks to Value-based System (OHRP)

Seabreeze, Ballroom level

Tom Morris, Federal Office of Rural Health Policy, Associate Administrator

Bethany Adams, MHA, FACHE, Senior Program Manager, National Rural Health Resource Center

Lindsay Corcoran, MHA, Stroudwater Associates

Melissa Kelly, CPA, CEO Pender Community Hospital

This session will demonstrate the impact and outcomes of the SRHT Projects and promote transition resources developed through the program.

7G

Contributed Research Papers

Marina 2, Ballroom level

Sustainability of Diabetes Coalitions in Rural Appalachia

- *Richard Crespo, Marshall University, Professor*

Perceptions of Health Among Southern Rural Community Leaders

- *Melinda Merrell, South Carolina Office of Rural Health, Senior Program Director*

11:00 a.m.

End of Annual Conference