Tuesday, May 9, 2017
5 – 7 p.m.
Exhibit Hall Opening Welcome Reception
Grande Ballroom

Wednesday, May 10, 2017
7 – 8 a.m.
Breakfast
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 – 10:45 a.m.
Break
Exhibit Hall, Grande Ballroom

9:45 – 10:30 a.m.
Partner Featured Session
Nurture, Empower & Engage Your Community to Grow Patient Volumes
Spinnaker Room
Mike Milligan, Legato Healthcare Marketing, CEO and Founder
Debra Wright, Howard Memorial Hospital, CEO

Learn how this rural Arkansas hospital increased outpatient volumes by 48% through operational improvements, community engagement and strategic marketing.

10:45 a.m. – 12:00 p.m.
Concurrent Sessions

1A: Perspective from Pennsylvania’s Rural Hospital Global Budget Pilot
APM/DSR Track  
Marina 6  
Lisa Davis, Pennsylvania Office of Rural Health, Director  
Paul Moore, PharmD, Federal Office of Rural Health Policy, Senior Health Policy Advisor  
Alana Knudson, PhD, NORC Walsh Center for Rural Health Analysis, Co-Director

This session provides an overview of how Global Budgets are emerging as an alternative payment model for rural hospitals in Maryland, Vermont and Pennsylvania. A focus on the recent implementation of Pennsylvania’s Rural Hospital Pilot Program will be highlighted in addition to federal initiatives to support other alternative payment models.

1B: Disclosure – Crisis Communication and the Rural Hospital Board  
Community/Hospital Operations Innovation Track  
Spinnaker Room  
J Vander Stoep, Sound Counsel, Attorney at Law  
John Walpole, Arthur J. Gallagher, Senior Vice President

This session will provide insight for Executives and Board members into the importance of managing communications during an adverse medical or other crisis event. Community reputation, revenue and credibility are all on the line when things go wrong. This session will discuss effective strategies and plans for managing crisis events.

12 – 2 p.m.  
Lunch  
Exhibit Hall, Grande Ballroom

1:30 – 2:45 p.m.  
Concurrent Sessions

2A: The Road to Value-based care: Where are we?  
APM/DSR Track  
Marina 6  
Keith Mueller, Ph.D, University of Iowa, Director of the RUPRI Center for Rural Health Policy Analysis

The Rural Health Value team will share an update of rural progress on the road to value-based health systems by synthesizing policy updates, national trends, available resources, and themes learned from conversations with providers, national experts, and leaders in the field. We will offer specific actions to support the journey.

2B: Hospital Regulatory Update  
Community/Hospital Operations Innovation Track  
Spinnaker Room  
Ralph Llewellyn, Eide Bailly, Partner and Director of Critical Access Hospitals

This session will focus on recent regulatory updates, their potential impact on providers and strategies for provider to consider related to the updates. These updates could include, but would not be limited to, certification, supervision, reimbursement, cost report audit findings, coverage, etc.

2:45 – 3 p.m  
Break
In 2015, the Medicare Rural Hospital Flexibility Program funded 16 states to implement innovative health care models to support rural health system and rural hospital transformation. This session explores lessons learned from the implementation of these models and the evolving impact on hospitals and rural systems of care.

This session is a survey of innovation taking place in rural hospitals and communities. It will review cases from public demonstrations as well as private practice that exemplify the transition from volume to value based purchasing and from disease specific toward population health.

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

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

9 – 10:15 a.m.
Concurrent Sessions

4A: Rural Health Legal Update
APM/DSR Track
Marina 6
Brian Bauer, Hall, Render, Killian, Heath & Lyman, PLLC, Attorney

This session will cover important legal developments that will directly impact health care operations, reimbursement and compliance. Specifically, we will look at the impact the Merit-Based Incentive Payment System (MIPS) should be having on physician contracting, HIPPA enforcement actions, the current status of being “Provider-Based,” and new CMS/CMMI models. We will also discuss other legal and policy developments that may significantly affect rural physicians, clinics and hospitals.

4B: Developing a Community Health Improvement Plan Thru Collaboration
Community/Hospital Operations Innovation Track
Spinnaker Room
Darrold Bertsch, Sakakawea Medical Center & Coal Country Community Health Center, CEO
Chastity Dolbec, Coal Country Community Health Center, Director of Patient Care and Innovation

Learn how a small rural hospital and Federally Qualified Health Center partnered with other local providers to facilitate a Community Health Needs Assessment and develop a Community Health Improvement Plan to improve population health and transition to a value based patient centered medical neighborhood of care (PCMN)

10:15 – 10:45 a.m.
Break
Nautilus Foyer

10:45 a.m. – 12:00 p.m.
Concurrent Sessions

5A: Rural Hospital Renaissance
Harbor Island Ballroom
Brian Lee, Custom Learning Systems Group Ltd., Founder

This session explains how to have a breakthrough in the patient experience at all levels that will transform the future of the rural hospital from decline to survival, growth and revival.

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
Bret Hicken, PhD, Veterans Rural Health Resource Center-SLC, Geriatric Domain Lead

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.

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 p.m.
Concurrent Sessions

6A: The Networked Community Hospital: Thriving in Value-Based Care
APM/DSR Track
Marina 6
Frank Beaman, Faith Community Hospital, CEO

Frank Beaman will detail how Faith Community, a rural hospital in Jacksboro, Texas, reassessed its strategy for survival. Beaman will demonstrate how in order to adapt and ultimately thrive, community hospitals will need to partner for success and leverage a nationwide network of physicians and data to do it.

6B: Population Health is the New Business Model for Rural Hospitals
Community/Hospital Operations Innovation Track
Spinnaker Room
Lynn Barr, National Rural Accountable Care Consortium, Chief Transformation Officer; Caravan Health, CEO
This session will highlight how rural hospitals are thriving under accountable care payment models. These models result in decreased per capita costs for patients but bring new opportunities for expanded market share and an increase in overall revenue through patient outreach and wellness services. This session will highlight a case study that demonstrates how seven PPS and Critical Access hospitals engaged in an Accountable Care Organization (ACO), increased quality and patient satisfaction, preserved access to services for patients, and increased overall revenue by 7% while reducing per capita cost of care by 8%.

**Friday, May 12, 2017**

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

*Maggie Elehwany, JD, NRHA Government Affairs and Policy vice president*

Join rural health’s top federal lobbyist for an insider’s update about what’s going on in Washington, and what to expect in the next year.

9:45 – 11 a.m.

**Chargemaster Opportunities and Pitfalls**

Community/Hospital Operations Innovation Track

Harbor Island Ballroom

*Dani Holley, BKD, Managing Consultant*

*Joseph Watt, BKD, Healthcare Partner*

We will discuss areas of opportunity with rural hospitals. Hospitals will learn to review areas within their chargemasters in both the hospital and clinic setting that are at risk from both a compliance standpoint as well as a financial standpoint.

11 a.m.

**End of Conference**