



NATIONAL RURAL HEALTH ASSOCIATION

**Rural Hospital Innovation Summit
May 8-10, 2019
Atlanta, GA**

Tuesday, May 7, 2019

5 – 7 p.m.

Exhibit Hall Welcome Reception with Opening Remarks by Governor Brian Kemp

Room: Exhibit Hall (Atrium BC)

Wednesday, May 8, 2019

7 – 8 a.m.

Breakfast

Room: Exhibit Hall (Atrium BC)

8 - 9:30 a.m.

Opening Session

Donato Tramuto, Tivity Health, Inc., CEO

Room: Atrium A

TBA

9:30 – 10:45 a.m.

Break

Exhibit Hall (Atrium BC)

9:30 – 10:15 a.m.

Going Bold – Sponsored by Legato Healthcare Marketing

Mike Milligan, Legato Healthcare Marketing, President

Room: Atrium A

Mike Milligan and a virtual panel of rural health leaders share how innovation, creativity, and the resolve to be great drive success for rural hospitals.

10:45 a.m. – 12:00 p.m.

Concurrent Sessions

1A: Rural Payment Innovation: The Pennsylvania Global Budget

Room: A707 (Atrium Level)

Lisa Davis, State office of Rural Health, Pennsylvania, Director
Brede Eschliman, CMMI, Global Budget Project Officer
Rivka Friedman, CMMI, Global Budget Project Officer
Keara McKenna, Rural Health Innovation, Pennsylvania Department of Health, Director
Janice Walters, Rural Health Innovation, Pennsylvania Department of Health, Chief Operations Officer

This session will provide insight into the background of the PA Rural Health Model, and will include a brief program update as well as a high level overview of key concepts. The Model team will share important lessons learned so far, and program perspectives will also be shared from key partners such as the Pennsylvania Office of Rural Health and the Centers for Medicare and Medicaid Innovation (CMMI).

1B: Consolidation Considerations: What to Consider When Systems Approach

Room: A708 (Atrium Level)

Joe Watt, CPA, BKD, Partner
Wyatt Jenkins, BKD Corporate Finance, Vice President

Systems see rural as their next opportunity—but is it right for your community? This session will help leaders learn to analyze offers for strategic, long-term implications and establish a decision process designed to keep the parade pageantry from pushing you down the path.

12 – 1:30 p.m.

Lunch

Exhibit Hall (Atrium BC)

12 – 12:45 p.m.

Tackling the Opioid Epidemic: Where to Begin – Sponsored by Cerner Corporation

Michael Fadden, MD, Physician Alignment Organization, Director and Chief Medical Officer

Room: A601 (Atrium Level)

This presentation will share research on how the opioid crisis got here, challenges providers face and strategies to help start addressing the opioid epidemic today.

1:30 – 2:45 p.m.

Concurrent Sessions

2A: Winning at Strategy with a Robust Goal Cycle

Room: A707 (Atrium Level)

Sue Tetzlaff, Capstone Leadership Solutions, Co-Founder/Principal
Jane McLeod, Capstone Leadership Solutions, Co-Founder/Principal

The use of a robust goal cycle will foster accountability, ownership and alignment that engages everyone in your organization. Results from rural hospitals are shared, as the speakers provide Solutions for razor sharp focus on the right things for boards, physicians, executives, leaders and employees to focus on.

2B: After the Ink Dries: Preserving Community Objectives in an Affiliation

Room: A708 (Atrium Level)

Gerald “Jerry” Worrick, Door County Medical Center, President and CEO

Josep Lupica, Newpoint Healthcare Advisors, LLC, Chairman

In today’s merger frenzy, rural health leaders risk having a large system dictate the terms of the relationship, taking away what’s important to their community. Learn how to apply a community-sensitive process that preserves rural healthcare objectives—keeping care close to home and safeguarding local decision-making.

2:45 – 3 p.m

Break

Atrium Foyer

3 – 4:15 p.m.

Concurrent Sessions

3A: An Advocacy and Field Response to Challenges Facing Rural Communities

Room: A707 (Atrium Level)

John Supplitt, AHA Constituency Sections, Senior Director

Hospitals are cornerstones of their communities, serving as principal access points to care for the nearly 20 percent of Americans who live in rural areas. They maintain timely access to services through local, on-site care and connect patients to more distant providers via telehealth or care networks. In addition, hospitals are the leading employers in rural areas, furnishing critical financial support to the communities they serve. Beyond delivering health care services, they provide employment opportunities and contributions to the local economy, both of which promote community growth and development.

3B: Assessing CAH Swing Bed Quality

Room: A708 (Atrium Level)

Steven Kelley, Ellenville Regional Hospital, CEO

Ira Moscovice, PhD, University of Minnesota School of Public Health, Mayo Professor

Gregory Wolf, Stroudwater Associates, Principal

This session discusses how Critical Access Hospital (CAH) swing bed quality can be measured, presents the results of a field test of these measures, and provides a rural hospital leaders’ perspective on the value of collecting such data and using it to assure swing bed patients are getting appropriate care.

4:15 – 6:00 p.m.

Networking & Cocktails

Room: Atrium A

Join your hospital colleagues and industry experts for cocktails and discussion on today’s topics.

Thursday, May 9, 2019

8 - 9 a.m.

Hospital Constituency Group meeting and breakfast

Room: A708 (Atrium Level)

9 – 10:15 a.m.

Concurrent Sessions

4A: Innovative Strategies to Enhance Rural Health Collaboration

Room: A707 (Atrium Level)

Darrold Bertsch, Coal Country Community Health Center and Sakakawea Medical Center, CEO

Alana Knudson, PhD, NORC Walsh Center for Rural Health Analysis, Co-director

Toniann Richard, Health Care Collaborative of Rural Missouri, CEO

This session introduces A Guide for Rural Healthcare Collaboration and Coordination. Hear how critical access hospitals, federally qualified health centers and local public health work together to assess and address their rural communities' health needs. Two rural health innovators, featured in the Guide, share their success strategies and lessons learned.

4B: Proven Strategies to Improve your Hospital's Strength Factor and Transform Your Bottom Line

Room: A708 (Atrium Level)

Kathy Whitmire, Bachelors Healthcare Administration, Transformation Health Partners, Chief Transformation Officer (CTO)

Laurie Daigle, Stroudwater and Associates, Revenue Cycle Informatics Specialist

Learn to drive change and innovation required to prevent the threat of closure of your rural hospital, and more importantly, to make it strong and viable through data-driven decision making, strong revenue integrity strategies, staff education and making patient experience a top priority.

10:15 – 10:45 a.m.

Break

Atrium Foyer

10:45 a.m. – 12:00 p.m.

Concurrent Sessions

5A: Rural Hospital Leaders- Steering Through Value-based Change

Room: A707 (Atrium Level)

Tim Putnam, DHA, Margaret Mary Health, CEO

Malwina Zastawna, RN, BSN, MHSA, Caravan Health, Clinical Practice Improvement Manager

This session will describe challenges rural hospital leaders face in steering their organizations through times of unprecedented uncertainty and changes in the Medicare program. This session will provide practical tips for navigating policy changes, process and rulemaking cycles related to the Quality Payment Program and the Medicare Shared Savings Program.

5B: Maximizing Engagement to Amplify Integration and Financial Success

Room: A708 (Atrium Level)

Rachelle Ball, Regional Medical Center, Interim Vice President of Physician Practice Operations

Aimee Greeter, MPH, FACHE, Coker Group, Senior Vice President

Engagement of physicians is critical to the success of any organization, particularly now as clinical integration has taken hold within the industry. This session focuses on new ways to drive physician engagement to help ensure the realization of an organization's clinical integration and financial goals.

12 – 1:45 p.m.

Rural Health Awards Luncheon

Room: Atrium BC

Join NRHA for a tribute to the 2019 Rural Health Award winners.

1:45 – 3:15 p.m.

Terry Reilly Lecture

Room: Atrium A

CDC and Rural Public Health

Robert Redfield, MD, CDC, Director

3:15 – 3:45 p.m.

Poster Break

Atrium Foyer

3:45 – 5 p.m.

Concurrent Sessions

6A: Serving Vulnerable Populations through Population Health

Room: A707 (Atrium Level)

Teri Bergeleen, Avera Health, Provider Contracting Manager

Stacey Lenker, Avera Health, Vice President of Payor Strategies

Lisa Kilawee, Caravan Health, VP Alliance Strategy

This session will highlight the population health strategies employed by rural hospitals that improve care for vulnerable patients by building clinically integrated networks and teaming physicians with population health nurses to provide wellness, prevention, and chronic care management services. A case example will be highlighted.

6B: CEO Turnover: Final Report and Case Study

Room: A708 (Atrium Level)

Lilly Engineer, DrPH, Johns Hopkins Bloomberg School of Public Health, Co-Director- Health Policy and Management

Alexander Yaffe, Yaffe & Company, CEO

Yaffe & Company, Johns Hopkins Bloomberg School of Public Health and National Rural Health Association will present the final findings, recommendations and conclusions of the National Rural Hospital CEO Turnover study. In addition, case studies from current CEOs will be shared and best practices will be discussed with attendees.

Friday, May 10, 2019

8 – 8:40 a.m.

CMS Rural Council Update – Breakfast

Room: Atrium A

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

8:40 – 9:30 a.m.

Washington Update

Room: Atrium A

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.

Concurrent Sessions

7A

Unintentional Injuries in Rural America

Room L405-L406 (Lobby Level)

Gwen Bergen, CDC, Behavioral Scientist

Elizabeth Burns, CDC, Health Scientist

Jill Daugherty, PhD, CDC, Health Scientist

Bethany West, CDC, Epidemiologist

The Centers for Disease Control and Prevention will outline their rural injury prevention work: an overall look at the burden of unintentional injury death in rural areas, opportunities to improve rural motor vehicle occupant safety, and rural health care providers' challenges in managing traumatic brain injury and older adult falls.

7B

Value Based Health Care: TeleHealth's Impact on Cost and Quality

Room L402-L403 (Lobby Level)

Nina Antoniotti, RN, MBA, PhD, SIU Medicine, Executive Director of TeleHealth and Clinical Outreach

Value-based health care is becoming more prevalent as costs go up and outcomes stay the same. TeleHealth has been shown to improve clinical outcomes through population health care initiatives, for patients who have little or no access to needed primary or specialty health care services, especially in rural areas.

Barriers to the Implementation of a Telehealth Program

Jennifer Bonds, Atlanta VA Health Care System, Administrator

Lauren Littlejohn, Atlanta VA Health Care System, Performance Improvement Coordinator

This presentation discusses barriers to implement a telehealth program, strategies to overcome them, and prioritization of a long-term vision in the process. The Regional Telehealth Service expanded telehealth

services in the rural southeast, thereby expanding access to quality care for Veterans in the region and reducing health disparities.

7C

Health Information Exchange (HIE) and Rural Health Collaboration in NC

Room A702 (Atrium Level)

Lakeisha Moore, NC Office of Rural Health, Health Information Technology Program Manager

Christie Burris, North Carolina Health Information Exchange Authority (HIEA), Executive Director

Kenya Servia, North Carolina Health Information Exchange Authority (HIEA), Business Development and Outreach Specialist

Amy Roberts, Executive Director, Mission Virtual Care at Mission Health

The North Carolina Office of Rural Health (NC ORH), NC Health Information Exchange Authority (NC HIEA) and Mission Hospital system would like to present some examples of successfully Health Information Exchange collaborations that have improved transitions of care and patient outcomes.

7D

What can a potato teach me about quality?

Room A703 (Atrium Level)

Betty Nance-Floyd, PhD, The University of North Carolina at Chapel Hill, School of Nursing, Assistant Professor and Director for Center for Lifelong Learning

Meg Zomorodi, The University of North Carolina at Chapel Hill, School of Nursing, Assistant Provost and Director Office of Interprofessional Education and Practice Associate Professor, UNC School of Nursing Director, Rural Interprofessional Health Initiatives

This session describes a unique teaching method to teach interprofessional students the impact of social determinants of health on rural health care. This model utilizes Mr. Potato Head to explore the fundamentals of quality improvement, uncover health inequities, expose provider burnout, and discuss the impact of cost on care delivery.

7E

Accessibility of Rural Healthcare for Individuals with Disabilities

Room A704 (Atrium Level)

Patrick Kitzman, PhD, MSPT, University of Kentucky, Professor

Kathy Sheppard-Jones, DPT, University of Kentucky, Director of the UK Human Development Institute

Kathleen Sutton, DPT, University of Kentucky, Graduate Student

This session will discuss the multiple barriers to accessing healthcare in rural communities commonly encountered by individuals with disabilities. We will also discuss practical short term and long-term solutions for these barriers so that individuals with disabilities can obtain essential healthcare in their local rural communities.

7F

Maternal and Child Health and the U.S. Drug Crisis (FORHP)

Room A705 (Atrium Level)

Sarah Heppner, M.S., Federal Office of Rural Health Policy, Policy Research Division Director

Julia Interrante, MPH, University of Minnesota Rural Health Research Center

Amy Branum

Shawnda Schroeder, PhD, Rural Health Research Gateway, Director

The intersection of maternal and child health as it relates to the U.S. drug crisis is multifaceted. Hear the latest results of nationwide studies in these areas of research and learn about products that will help you stay up to date and effectively communicate to your communities and policy leaders.

7G

Contributed Research Papers – Vaccinations

Room A706 (Atrium Level)

- **Trends in Human Papillomavirus (HPV) Vaccination Initiation among Adolescents**
Tanja Walker CDC, Epidemiologist
- **Rural, Urban, Suburban Differences in Influenza Vaccination Coverage**
Tammy Santibanez, PhD, CDC, Epidemiologist
- **Distribution of publicly-funded childhood vaccines by urbanicity**
Yoonjae Kang, CDC, Epidemiologist

11 a.m.

End of Conference