



NATIONAL RURAL HEALTH ASSOCIATION

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

Tuesday, May 7, 2019

5 – 7 p.m.

Exhibit Hall Opening Welcome Reception

Room: TBA

Wednesday, May 8, 2019

7 – 8 a.m.

Breakfast

Room: TBA

8 - 9:30 a.m.

Opening Session

Donato Tramuto, Tivity Health, Inc., CEO

Room: TBD

TBA

9:30 – 10:45 a.m.

Break

Exhibit Hall

10:45 a.m. – 12:00 p.m.

Concurrent Sessions

1A: Rural Payment Innovation: The Pennsylvania Global Budget

Room: TBD

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: TBD

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

1:30 – 2:45 p.m.

Concurrent Sessions

2A: Winning at Strategy with a Robust Goal Cycle

Room TBA

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 TBA

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

3 – 4:15 p.m.

Concurrent Sessions

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

Room TBA

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 TBA

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 – 5:15 p.m.

C-Suite Roundtable

Room: TBA

5:15 - 7 p.m.

Closing Reception

Room: TBA

Thursday, May 9, 2019

8 - 9 a.m.

Hospital Constituency Group meeting and breakfast

9 – 10:15 a.m.

Concurrent Sessions

4A: Innovative Strategies to Enhance Rural Health Collaboration

Room TBA

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 TBA

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****10:45 a.m. – 12:00 p.m.****Concurrent Sessions****5A: Rural Hospital Leaders- Steering Through Value-based Change****Room TBD**

Tim Putnam, DHA, Margaret Mary Health, CEO

Tim Gronniger, Caravan Health, Senior VP of Strategy and Development

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 TBA**

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: TBA**

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

1:45 – 3:15 p.m.**Terry Reilly Lecture****Room: TBD****CDC and Rural Public Health**

Robert Redfield, MD, CDC, Director

3:15 – 3:45 p.m.

Break

3:45 – 5 p.m.

Concurrent Sessions

6A: Serving Vulnerable Populations through Population Health

Room TBA

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 TBA

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

Room: TBD

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

8:40 – 9:30 a.m.

Washington Update

Room: TBD

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: Characteristics of Top Performing Hospitals: Benchmarks for Success

Room TBA

Michael Topchik, The Chartis Center for Rural Health, National Leader

Today, nearly half of all rural hospitals have a negative operating margin. In this interactive session, The Chartis Center for Rural Health will explore successful strategies to offset rural health safety net pressure points and create a more sustainable, higher quality and cost-effective operation.

11 a.m.

End of Conference

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