



10th Annual Rural Quality and Clinical Conference

July 16-18, 2014
Atlanta, Georgia

Wednesday, July 16
1 – 1:15 p.m.

Welcome

Raymond Christensen, MD
NRHA president

Peachtree AB

1:15 – 2:30 p.m.

Keynote address:

Perspectives from the routine to the extreme, and why we need to be prepared for both

David B. Callahan, MD, FAAFP
*CAPT, U.S. Public Health Service
CDC Office of Public Health
Preparedness and Response
supervisory medical epidemiologist*

Peachtree AB

2:45 – 4 p.m.

Concurrent sessions

Rural Hospital and Quality Track

1A: Tools for value-based transformation in health care

Brock Slabach, MPH, FACHE
NRHA membership services senior vice president

Piedmont A

Rural communities are being challenged as never before by market-based forces from health care reform. Learn about the impact of market-based forces on health care in rural communities and gain tools that will assist your community in navigating these uncertain times of transition, with quality and cost used as the lens for focus.

Telehealth Track

1B: Emergency telemedicine for rural hospitals

Kristi Henderson, DNP, NP-BC, FAEN, *University of Mississippi University Center for Telehealth director*

Magnolia room

Learn about the design and operation of emergency telemedicine systems in rural hospitals.

4 – 4:15 p.m.

Networking break, exhibits

Sponsored by Pershing Yoakley & Associates

Foyer

4:15 – 5:15 p.m.

Office of Rural Health Policy update

Ann Ferrero
ORHP public health analyst
Paul Moore, DPh
ORHP senior health policy advisor
Peachtree AB

Get the latest federal ORHP news as well as updates from its quality improvement programs.

Thursday, July 17

7:30 – 8:30 a.m.

Continental breakfast, networking and exhibits

Sponsored by Stroudwater Associates
Foyer

7:30 – 8:25 a.m.

Clinical Constituency Group Meeting

Lenox room

8:30 – 9:30 a.m.

Rural pharmacy practice: Leading into the future

John Worden, PharmD, MS, BCPS
McPherson Hospital pharmacy and laboratory services director

Peachtree AB

Pharmacists play an integral role in the safe dispensing and medication practices within hospitals. Pharmacists also serve an ever-growing role and need for patient health management both in the acute and chronic settings. Learn how pharmacists are being utilized beyond traditional dispensing roles to facilitate readmissions, drive outcomes and generate billable services in rural settings.

9:30 – 10:45 a.m.

Concurrent sessions

Rural Hospital and Quality Track 2A: ICD-10 implementation and post-implementation: where clinical documentation meets data

Gary Lucas
Association of Rural Health Professional Coders vice president of educational operations

Lenox room

Discover how to develop an effective plan to prepare for the impact to your staff, systems and workflows related to ICD-10 and data collection.

Telehealth Track
2B: State telehealth network collaborations with schools

Paula Guy
Global Partnership for TeleHealth Inc. CEO
Magnolia room

Learn about how including schools in telehealth networks is an innovative way to serve communities and participate in a live demonstration.

10:45 – 11 a.m.

Networking break, exhibits
Sponsored by Pershing Yoakley & Associates
Foyer

11 a.m. – noon

Innovative resources for facilitation of patient-centered medical home recognition
R.W. “Chip” Watkins, MD, MPH, FAAFP
Community Care of North Carolina, senior physician consultant
Peachtree AB

Review novel ideas on how to pull together resources for the PCMH recognition process.

Noon – 1:15 p.m.

Networking lunch
Slightly South room

1:15 – 2:30 p.m.

Concurrent sessions
Rural Hospital and Quality Track
3A: Patient education: a case study
Angela Brunson, RN
Jackson Medical Center house supervisor
Mary Guyot
Stroudwater Associates principal
Jennifer Ryland, RN
Jackson Medical Center chief administrative officer
Lenox room

A rural hospital will demonstrate the impact designing a patient-centered education packet had on its HCAHPS score and readmission rate and share its tools.

Telehealth Track
3B: Department of Veteran Affairs rural telehealth overview and

virtual team-based care for rural veterans with HIV

Thomas Klobucar, PhD
Veterans Health Administration Office of Rural Health deputy director
Michael Ohl, MD, MSPH
Iowa City VA Medical Center investigator
Magnolia room

2:30 – 3:45 p.m.

Concurrent sessions
Rural Hospital and Quality Track
4A: Collaboration through data and information sharing to improve community health
CDR Nicole Flowers, MD, MPH
CDC National Center for Chronic Disease Prevention and Health Promotion chief medical officer
Lenox room

Learn about a framework and worksheet that CDC has developed to build collaborative relationships between public health, health care and community organizations.

Telehealth Track

4B: The Healthcare Connect Fund: improving health care through broadband connectivity
Donald Lewis, FACHE
Universal Service Administrative Company rural health senior manager
Magnolia room

Learn about USAC funding opportunities and best practices for implementation in rural and frontier communities.

4 – 5 p.m.

Engaging partners to address patient surge in rural communities
Kelly Dickinson, MHA
CDC Division of Strategic National Stockpile emergency management specialist
Peachtree AB

Learn about the CDC's engagement of partners in Howard County, Neb., to help identify issues, address gaps and develop strategies that aid rural communities in planning for a surge in patients on their health care system during a public health emergency.

Friday, July 18
7:30 – 8:30 a.m.

Continental breakfast, networking and exhibits
Foyer

8 – 8:45 a.m.

Improving health delivery through telehealth innovation: lessons from three successful cases
Lars Mathiassen, PhD
Georgia State University computer information systems professor
Peachtree AB

8:45 – 9:45 a.m.

Million Hearts® strategies for improving blood pressure control
Sallyann Coleman King, MD
CDC National Center for Chronic Disease Prevention and Health Promotion medical officer
Peachtree AB

Get an overview of Million Hearts®, and discuss tools and resources available for achieving better hypertension control rates.

9:45 – 10:45 a.m.

Washington update
Maggie Elehwany, JD
NRHA government affairs and policy vice president
Peachtree AB

10:45 a.m.

Conference adjourns

See you next year in Minneapolis, Minn., July 15-17 for NRHA's 11th Annual Rural Quality and Clinical Conference.

Thank you to our supporters
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