Tuesday, May 10, 2016
5 – 7 p.m.
Rural Reunion Reception
Salon DEFG (3rd Floor)

Wednesday, May 11, 2016
7 – 8 a.m.
Breakfast
Salon ABC (3rd Floor)

8 - 9:30 a.m.
Opening Session / Keynote Address
Salon D (3rd Floor)
Regina M. Benjamin, MD, former United States surgeon general

Dr. Regina Benjamin served as the United States Surgeon General from 2009 to 2013. In addition to that role, she chaired the National Prevention, Health Promotion, and Public Health Council, cabinet-level Federal agencies that developed the road map for the Nation’s health. Dr. Benjamin also founded a rural health clinic in Bayou La Batre, Alabama, keeping the clinic in operation amidst multiple hurricanes, including Hurricane Katrina. She has also served as the former associate dean for Rural Health at the University of South Alabama College of Medicine in Mobile and the past chair of the Federation of State Medical Boards of the United States.

9:30 - 10 a.m.
Break
Marquette Ballroom (2nd Floor)

10 a.m. - 11:15 p.m.
Concurrent Sessions

1A
ACOs - The New World of Value-Based Payments
Symphony I (2nd Floor)
APM/DSR Track
Lynn Barr, National Rural ACO president, chief executive officer, and chief transformation officer

Emerging rural health policy landscape/experience of initial rural ACOs; - Impact: Merit-Based Incentive Programs on rural beneficiaries; - Key policy issues facing rural health payment reform/specific rural issues related to Medicare Shared Savings Program; - New revenue opportunities for rural providers; - Real-world data/examples from National Rural ACO participants.

1B
Innovations in Rural Physician Recruitment and Retention
Symphony II (2nd Floor)
Community/Hospital Operations Innovation Track
Edward Baker, PhD, Boise State University Center for Health Policy director
Mark Barclay, National Rural Recruitment and Retention Network Member Services director
David Schmitz, MD, Family Medicine Residency of Idaho chief rural officer and program director for RTTs
Mike Shimmens, National Rural Recruitment and Retention Network director
Daniel Terry, PhD, University of Melbourne Department of Rural Health professor

This session will discuss recent updates in both research and resources for rural physician recruitment and retention. National experience in research, education and policy will be discussed in the context of a changing landscape of rural healthcare delivery. Content will include the Community Apgar Program and community recruitment readiness tools.

11:15 a.m. – 2 p.m.
Lunch
Marquette Ballroom (2nd Floor)

2 – 3:15 p.m.
Concurrent Sessions

2A
Board Governance in an APM Environment
Symphony I (2nd Floor)
APM/DSR Track
Ralph Llewellyn, Eide Bailly LLP partner

Boards of health care organizations are frequently governing a cornerstone of the community’s economy. This session provides tools and information to share with board members on how they can be prepared to have challenging conversations over critical issues.

2B
Designing a Culture of Health in Rural Minnesota
Symphony II (2nd Floor)
Community/Hospital Operations Innovation Track
Rebecca Lindberg, Minneapolis Heart Institute Foundation Population Health director
Cindy Winters, New Ulm Medical Center Heart of New Ulm project manager
Hearts Beat Back: The Heart of New Ulm Project is a 10-year demonstration project designed to reduce heart attacks and improve health. Using evidence-informed strategies forming diverse partnerships in the community, healthcare, worksites and environment population health improvements have been seen in clinical and behavioral measures.

3:15 – 3:45 p.m
Break
Marquette Ballroom (2nd Floor)

3:45 – 5 p.m.
Concurrent Sessions

3A
Transforming Care: A Model to Success in an APM World
Symphony I (2nd Floor)
APM/DSR Track
Roxanne Elliott, FirstHealth of the Carolinas policy director
Katie Polman, Lakewood Health System marketing and project manager
Karla Weng, Stratis Health senior program manager

Discuss a framework to assist health care providers envision and plan for payment and delivery system reform and keep access to vital health care resources in the communities. Rural community representatives will share lessons learned focusing on health and wellbeing, integrating care into the community, and developing collaborations and partnerships

3B
Legal Update: Developments That Impact Rural Healthcare
Symphony II (2nd Floor)
Community/Hospital Operations Innovation Track
Brian Bauer, J.D., Hall Render Killian Heath & Lyman attorney and shareholder

As Medicare moves to a value based, population-health model for healthcare, it is implementing new regulations that will significantly impact rural physician arrangements. This session explains the new Stark regulations, the Merit-Based Incentive Program, Medicare’s process for redefining the physician/patient relationship, and other legal developments.

5 - 7:00 p.m.
Reception
Marquette Ballroom (2nd Floor)

Thursday, May 12, 2016

8 - 10:00 a.m.
Hospital Constituency Group meeting and breakfast
Marquette Ballroom (2nd Floor)
Concurrent Sessions

4A
Connecting the Dots: Bundled Payments and Rural Providers
Symphony I (2nd Floor)
APM/DSR Track
Joe Watt, BKD, LLP partner
Eric Rogers, BKD, LLP managing consultant

As American health care moves closer to a value-based system, programs for bundling payments are on the rise. Learn strategies rural providers will need for successes under new payments models.

4B
Innovative Models of Health Care Delivery across Rural America
Community/Hospital Operations Innovation Track
Symphony II (2nd Floor)
Larry A. Schulz, Lake Region Healthcare chief executive officer
Rachelle Schultz, Winona Health president and chief executive officer
John Supplitt, American Hospital Association senior director

Rural hospitals across the U.S. whether independent or aligned, have adopted new models of delivery improving patient outcomes and a community’s health while conserving costs. The approaches are as different as the communities we serve, but all advance the Triple AIM.

11:15 a.m. – 12:00 p.m.
Break
Marquette Ballroom (2nd Floor)

12 – 1:45 p.m.
Rural Health Awards Luncheon
Salon ABC (3rd Floor)
Join NRHA for a tribute to the 2016 Rural Health Award winners.

2 – 3:15 p.m.
Terry B. Reilly Memorial Address
Salon D (3rd Floor)
Michael Botticelli, White House Office of National Drug Control Policy director

The Terry B. Reilly Memorial Address honors the legacy of the late Terry B. Reilly, one of the founders of the national rural health movement and a champion of providing health care access for all. This year, the National Rural Health Association is proud to present the Director of the White House Office of National Drug Control Policy, Mr. Michael Botticelli. In response to the national opioid epidemic, Mr. Botticelli has coordinated actions across the federal government to reduce prescription drug abuse, heroin use and related overdoses. These include supporting community-based prevention efforts; educating prescribers and the public about preventing prescription drug abuse; expanding use of the lifesaving overdose-reversal drug naloxone by law
enforcement and other first responders; and increasing access to medication-assisted treatment and recovery support services to help individuals sustain their recovery from opioid use disorders.

3:15 – 3:45 p.m.
Break

3:45 – 5 p.m.
Concurrent Sessions

5A
Accountable Care Communities: An Innovation to Rural APM Participation
Symphony I (2nd Floor)
APM/DSR Track
Calvin Allen, Rural Forward NC - Foundation for Health Leadership & Innovation director
Brandy Bynum, Rural Forward NC - Foundation for Health Leadership & Innovation associate director
Chilton Rogers, North Carolina Rural Center community engagement director
Maggie Sauer, Foundation for Health Leadership & Innovation president and chief executive officer

The Foundation for Health Leadership & Innovation is working with multiple state stakeholders to create awareness and opportunities to enable rural communities to participate more fully in value-based care models. This session will describe this work and the multi-faceted partnerships required to create this approach, in an accountable care community.

5B
Regulatory Update
Symphony II (2nd Floor)
Community/Hospital Operations Innovation Track
Aisha Pittman, Premier director of quality policy and analysis

Federal regulatory policy update covering many of the Medicare payment policies of most concern to the rural health hospital community, as well as an update on newly proposed inpatient and MACRA-related payment and quality policies.

Friday, May 13, 2016

8:00-8:30 a.m.
Update from the Centers for Medicare and Medicaid Services
Salon D (3rd Floor)
Jean Moody-Williams, Centers for Medicare and Medicaid Services deputy director of the Center for Clinical Standards and Quality

Join the deputy director of the Center for Clinical Standards and Quality for an update from the Centers of Medicare and Medicaid Services.

8:30 – 9:30 a.m.
Washington Update
Salon D (3rd Floor)
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.

9:30 – 9:45 a.m.  
Break

9:45 – 11 a.m.  
Concurrent Sessions

6A  
**Transforming Rural Health through Implementation of Innovative Care Delivery and Information Technology Solutions**  
Symphony I (2nd Floor)  
APM/DSR Track  
*William D. Paiva, PhD, Oklahoma State University Center for Health Systems Innovation (CHSI) executive director*

Rural health delivery continues to face significant pressures from the ever increasing health demands of rural patients on a rural health system struggling with limited human and financial capital resources. Oklahoma State University’s Center for Health Systems Innovation is working on lessening those challenges by implementing best practice care delivery business and patient management processes. In addition, the Center is looking to identify and develop innovative technology layers and implement those in the rural health delivery systems.

6B  
**Community Benefit to Population Health: Rural Hospital Lessons**  
Symphony II (2nd Floor)  
Community/Hospital Operations Innovation Track  
*John Gale, Maine Rural Health Research Center research associate*

IRS regulations require non-profit hospitals to undertake defined community benefit activities to justify their tax-exempt status. Rural hospitals are also under pressure to address their communities’ population health needs. We discuss rural hospital strategies to align their community benefit and population health portfolios to maximize the health of their communities.

End of Conference