



NATIONAL RURAL HEALTH ASSOCIATION

42nd Annual Rural Health Conference

May 8-10, 2019

Atlanta, Georgia

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 a.m. - 10:45 a.m.

Concurrent Sessions

1A:

NCI Investments in Rural Cancer Control

Room L506-507 (Lobby Level)

*Sallie Weaver, PhD, NCI Division of Cancer Control & Population Sciences, Program Director,
Health Systems & Interventions Research Branch, Healthcare Delivery Research Program*

The Division of Cancer Control and Population Sciences at the National Cancer Institute has invested in accelerating rural cancer control research. This session will review the Rural Cancer Control initiative, research interests, and funding opportunities. Example projects and implications for science and practice will be discussed.

Cancer Prevention and Control Research in Rural Populations

Heather Brandt, PhD, University of South Carolina, Associate Professor
Elizabeth Crouch, PhD, University of South Carolina, Assistant Professor
Jan Eberth, PhD, University of South Carolina, Associate Professor
Whitney Zahnd, PhD, University of South Carolina, Postdoctoral Fellow

This session will discuss recent trends on the cancer burden among rural residents, workforce challenges, and barriers and facilitators to implementation of cancer prevention and control activities in rural healthcare settings. We will also discuss opportunities for improving screening, follow-up, and timeliness and quality of cancer treatment among rural residents.

1B

Opportunities and Challenges Facing Rural Health Clinics

Room L508 (Lobby Level)

John Gale, MS, Maine Rural Health Research Center, Senior Research Associate

The session presents a current look at Rural Health Clinics (RHCs) including their locations, safety net role, service mix, staffing patterns, operational and financial characteristics, and market context from a recently published RHC Chartbook. Using this context, we will explore opportunities and challenges to strengthening these important primary care providers.

1C

At the Table or on the Menu?

Room A702 (Atrium Level)

Carlos Alcaraz, MPA, JBS International, Inc., Technical Expert Lead

Elisha Figueroa, LMSW, CPS, JBS International, Inc., Technical Expert Lead

Donald McDonald, MSW, JBS International, Inc., Technical Expert Lead

To triumph over the opioid epidemic requires ALL traditional and non-traditional partners to come to the table. Join us to explore strategies to increase the reach and sustainability of rural community coalitions by ensuring the right partners are at your table to contribute rather than be consumed by this crisis.

1D

Healthy Food for Rural Families: A FQHC Story

Room A703 (Atrium Level)

Susan Kunz, MPH, Mariposa Community Health Center, Chief of Program Development

Mariposa Community Health Center will share how it collaborates across public and private sectors in its rural county to increase the availability and consumption of healthy food as a social determinant of health for its patients and other residents.

Resilient Rural Food Pantries: Leveraging Capabilities, Optimizing Resources

M. Margaret Barth, Appalachian State University, Professor and Chair

Kyle Thompson, DCN, RDN, LDN, Appalachian State University, Assistant Professor of Nutrition

This session describes the methods and pilot study results of the North Carolina Food Pantry Capability Mapping Study as a model for improving capabilities among food pantries serving rural populations. Approaches for utilizing GIS mapping to visualize resiliency assets and generate a Food Pantry Capability Index score will be described.

1E

Rural targeted admissions to address the physician workforce gap

Room A704 (Atrium Level)

David Evans, MD, Associate Professor, Rosenblatt Family Endowed Professor in Rural Health

Andrew Jopson, PhD, UWSOM, Research Scientist

Davis Patterson, PhD, UWSOM, Research Assistant Professor, Director, Collaborative for Rural Primary care Research, Education, and Practice (Rural PREP)

Who is admitted to medical school can predict future rural practice. Schools that target admissions to address rural workforce gaps use varied screening rubrics, admissions processes, and recruitment techniques. We will present the results of Rural PREP's national study of rural targeted admissions and brainstorm ideal admissions practices with participants.

Rural Physician Residency Programs Prepare for the Future

Davis Patterson, PhD, Collaborative for Rural Primary care Research, Education, and Practice; University of Washington, Research Assistant Professor; Project Director

Randall Longenecker, MD, FAAFP, Rural and Underserved Programs, Family Medicine, Ohio University, Assistant Dean, Rural and Underserved Programs; Professor, Family Medicine

David Schmitz, MD, FAAFP, Department of Family and Community Medicine, University of North Dakota School of Medicine and Health Sciences, Professor and Chair

David Evans, MD, Department of Family Medicine, University of Washington School of Medicine, Rosenblatt Family Endowed Professor of Rural Health

Rural physician residency programs are facing changes and challenges. How are small and rural residencies successfully navigating these uncertainties? Learn what the latest survey findings say about how residencies sustain rural training and discuss ways to regenerate the rural health workforce in primary care and other key specialties.

1F

Policy Opportunities for Advancing Rural Health

Room A705 (Atrium Level)

Keith Mueller, PhD, University of Iowa and Rural Policy Research Institute, Professor and RUPRI Health Panel Chair

Charles Alfero, PhD, Southwest Center for Health Innovation, Executive Director

Andrew Coburn, PhD, University of Southern Maine Rural Health Research Center, Professor

Jennifer Lundblad, PhD, Stratis Health, President and CEO

Members of the Rural Policy Research Institute Health Panel updating policy opportunities described in its 2018 document "Taking Stock," adding implications and strategic suggestions emanating from a special stakeholder convening the Panel is conducting in December, 2018. The policy goals is developing and sustaining a high performance rural health system.

1G

Contributed Research Papers - Workforce Room A706 (Atrium Level)

- **Preparing Nurses to Care for Rural Populations**
Jennifer Kowalkowski, University of Wisconsin – Madison, Doctoral Student
- **Scope of Practice Drivers and Rural Workforce Implications**
Amy Russell, MD, Mission Health Partners, Medical Director
- **Rural Student's Public Health Projects: New Developments**
Robin Danek, Indiana University School of Medicine-Terre Haute, Rural Medical Education Program Manager
- **Rural-Urban Difference in Workplace Supports for Family Caregivers**
Carrie Henning-Smith, PhD, University of Minnesota School of Public Health, Assistant Professor

10:45 – 11:00 a.m
Poster Session/Break
Atrium Foyer

11:00 a.m. – 11:30 a.m.
Plenary Session – CMS Rural Health Update
Room Atrium A
Seema Verma, Administrator, Centers for Medicare & Medicaid Services

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

11:30 a.m. – 12:15 p.m.
Plenary Session – HRSA Rural Health Update
Room Atrium A
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.

12:15 p.m. – 1:30 p.m.
Lunch
Room Atrium A

1:30 – 5 p.m.

**Student Track Session/Student Constituency Group Meeting
Room L404 (Lobby Level)**

Join other students for an interactive rural ethics session and the student constituency meeting.

1:30 – 2:45 p.m.

Concurrent Sessions

2A

**Addressing Health Disparities in the Mississippi Delta (FORHP)
Room L506-L507 (Lobby Level)**

Jeff Franklin, M.S. Ed, University of Southern Illinois, Project Coordinator Delta States Rural Development Network Grant Program

Joshua Gilmore, CEO and Cindy Sadler, CNO of Iron County Medical Center, Pilot Knob, MO

Alyssa Meller, National Rural Health Resource Center, Chief Operating Officer

Rachel Moscato, MPH, Federal Office of Rural Health Policy, Delta Region Community Health Systems Development Program Coordinator

Alexa Ofori, MPH, Federal Office of Rural Health Policy, Delta States Rural Development Network Grant Program Coordinator

The Mississippi Delta Region is among the most socioeconomically disadvantaged areas in the United States. The 252 counties and parishes located in the region typically experience higher rates of poverty, greater health disparities, and higher mortality rates than the rest of the nation. This panel will discuss the impact of health disparities in the region and share strategies that grantees are using to address community and population health such as collaboration with state, local, and federal partners, and community-based programming.

2B:

**Developing Rural Nursing Workforce with Millennial Driven Innovation
Room L508 (Lobby Level)**

Lorii Forneris, University of Iowa College of Nursing, Adjunct Faculty

Nicole Thorell, Lexington Regional Health Center, Chief Nursing Officer

Nicole Weathers, Iowa Online Nurse Residency Program, Program Manager

Building a future top-notch nursing workforce has a profound impact on rural health. Compounding this dilemma is the reality that millennial expectations do not fit with traditional methods of professional development. Innovative strategies revealing positive results in retention and bedside leader development aligning with millennial values will be presented.

2C

**Building Bridges to Improve Health with State and Federal Collaboration
Room A702 (Atrium Level)**

Teryl Eisinger, NOSORH, Executive Director

Diane Hall, PhD, MEd, Centers for Disease Control and Prevention, Senior Policy Analyst
Tracie Ingraham, Louisiana SORH, Director
Victoria Leach, , Federal Office of Rural Health Policy, Public Health Analyst
Ernie Scott, , Kentucky Office of Rural Health, Director

State organizations and federal agencies are committed to working together to improve the health of rural Americans. In this session the CDC, FORHP and a State Office of Rural Health will discuss opportunities to bridge federal and state resources to improve community health through strategic networking and collaboration.

2D

Rural Hospital Substance Use Prevention and Recovery Strategies

Room A703 (Atrium Level)

John Gale, M.S., Maine Rural Health Research Center, Senior Research Associate

Substance use disorders are commonly identified in many rural hospital needs assessments. IRS accountability requirements and the movement toward population health encourage rural hospitals to intervene in this growing health crisis. This session explores evidence-based substance use prevention and recovery strategies appropriate for collaborative implementation by rural hospitals and communities.

Implementing a new behavioral health model in rural Montana

Brian Washburn, Pioneer Medical Center, Director, Clinic and Outpatient Services

Pioneer Medical Center in Big Timber Montana has coordinated with the local high school, Sheriff, and Justice departments to promote tele-psychiatry by introducing a Rural Community Health Worker that can be the liaison between the various sites to accommodate mental health in a rural town.

2E

Medical Focused Rural Immersion to Train Medical Students

Room A704 (Atrium Level)

Treah Haggerty, MD, West Virginia University School of Medicine, Assistant Professor
Heather Hanks, West Virginia University School of Medicine, Program Coordinator

Medical students enrolled in the Rural Track participated in various immersion trips as part of their 4 year curriculum. These trips were implemented to educate medical students about health issues specific to rural West Virginia. The immersion field trips will be discussed, as well as student perspectives and objective outcomes.

Rural Immersion: A model for interdisciplinary community exploration

Melanie DeHerrera, University of Colorado School of Medicine, Rural Track Program Manager
Mark Deutchman, MD, University of Colorado School of Medicine, Associate Dean for Rural Health; Rural Track Director; Family Medicine Professor

Jana Porter, University of Missouri School of Medicine, Associate Director - Rural Track Pipeline Program

Kathleen Quinn, MD, University of Missouri School of Medicine, Associate Dean for Rural Health

Rural Immersion is a model program for health professions students interested in living and working in a rural area. It is a non-clinical experience designed to highlight the social and communal aspects of rural life. Experiences from two rural track programs will showcase the replicability of the program.

2F

Rural Medicare Policy Update (FORHP)

Room A705 (Atrium Level)

Carol Blackford, Centers for Medicare & Medicaid Services, Hospital and Ambulatory Policy Group, Director

Emily Cook, MSPH, JD, McDermott Will & Emery, LLP, Partner

Kerri Cornejo, MPH, Federal Office of Rural Health Policy, Policy Coordinator

This session will provide participants with an overview of recent Medicare policies and regulations that affect rural clinicians and health care facilities including changes related to services, billing, and quality reporting. Participants will learn about CMS's recent or upcoming proposed policy changes for clinician services and inpatient and outpatient hospital services. Participants will also hear about policy and research activities and resources from the Federal Office of Rural Health Policy.

2G

Contributed Research Papers – Mortality

Room A706 (Atrium Level)

- **Excess deaths from the five leading causes of death in rural America**
Macarena Garcia, DrPH, CDC, Senior Health Scientist
- **Examination of Healthy People 2020: Comparisons across the Urban-Rural Continuum**
Alva Ferdinand, DrPH, JD, Texas A&M University School of Public Health, Assistant Professor
- **Racial/Ethnic Mortality Disparities: Contributions and Variations by Rurality**
Jeffrey Hall, PhD, CDC, Deputy Associate Director for Science, CDC Office of Minority Health and Health Equity
- **Patterns of Drug Induced Mortality in the USA and IL by Urbanization Level**
Martin MacDowell, DrPH, Univ. of IL College of Medicine at Rockford, Research Professor and Associate Director

2:45 – 3:00 p.m

Poster Session/Break

Atrium Foyer

3:00 – 4:15 p.m.

Concurrent Sessions

3A

Best practices for providing treatment for opioid use disorder

Room L506-L507 (Lobby Level)

Holly Andrilla, MS, WWAMI Rural Health Research Center, Research Scientist

John Gale, Maine Rural Health Research Center, Senior Research Associate

Despite known barriers, many rural physicians have successfully added buprenorphine treatment for opioid use disorders to their practices. We will present strategies and best practices for developing providing medication assisted treatment reported by successful rural prescribers and share rural case examples from hospitals, Rural Health Clinics, and primary care practices.

3B

Payment model for sustainable community health worker funding

Room L508 (Lobby Level)

Brenda Cappellini, The Health Plan, Director of Clinical Analytics

Kim Tieman, Claude Worthington Benedum Foundation, Program Director Health and Human Services

Richard Crespo, PhD, Marshall University School of Medicine, Professor

Few if any sustainable funding sources exist for community health workers (CHWs). We will present a funding model that uses impact investing to cover the startup costs, and partner with a health insurance payer to establish a payment model for CHW-Based Chronic Care Management in rural Appalachia.

3C

The Power of Rural: SORHs are Paving Partnership Pathways

Room A702 (Atrium Level)

Teryl Eisinger, NOSORH, Executive Director (Facilitator)

Karen Madden, Charles D Cook Office of Rural Health, Director

Ashley Muninger, NOSORH, Communication and Development Coordinator

John Barnas, Michigan Center for Rural Health, Executive Director

Tammy Norville, National Organization of State Offices of Rural Health (NOSORH), Technical Assistance Director

The Power of Rural campaign helps rural communities, facilities and health professionals highlight efforts to improve health. Participants will learn to use resources to share their rural story and to align with their State Office of Rural Health efforts for National Rural Health Day to build the Power of Rural. This session will feature the Michigan Center for Rural Health story on how their innovation and collaboration moves partners through the quality continuum to successful existence in the value-based environment.

3D

Creating Community-Level Health Change in Rural Communities

Room A703 (Atrium Level)

Bryant Smalley, Mercer University School of Medicine, Associate Dean for Research

Jacob Warren, PhD, Mercer University School of Medicine, Endowed Chair and Director, Center for Rural Health and Health Disparities

Drawing on more than 20 years of combined experience in building community partnerships in rural communities to improve health outcomes, the panel discussion will present the best ways to form community partnerships; to design, implement, and evaluate initiatives; and to sustain community involvement in initiatives.

3E

Building a Rural Behavioral Health Workforce (FORHP)

Room A704 (Atrium Level)

Rachel Moscato, MPH, Federal Office of Rural Health Policy, Delta Region Community Health Systems Development Program Coordinator

The goal of this session is to spark conversations around resources and strategies for building a rural behavioral health workforce from the federal, state, and non-profit/private perspective. Attendees will participate in concurrent roundtable discussions, where each table looks at a specific topic area, discusses, and shares key points and resources back to the larger group. FORHP will begin the session by framing the conversation around behavioral health workforce and facilitators will guide participants through discussions focused on recruitment and retention, education and pipeline programs, and policy implications.

3F

Strengthening Value through Public Health and Community-based Coordination (FORHP)

Room A705 (Atrium Level)

Kerri Cornejo, MPH, Federal Office of Rural Health Policy, Policy Coordinator

Keith J. Mueller, PhD, College of Public Health, The University of Iowa, Gerhard Hartman Professor and Head, Department of Health Management and Policy, Rural Policy Research Institute (RUPRI), Director, and RUPRI Health Panel, Chair

Jennifer Lundblad, PhD, MBA, Stratis Health, President & CEO, and Rural Policy Research Institute (RUPRI) Health Panel, Member

Lindsay Bishop, MPH, Centers for Disease Control and Prevention, Office of Population Health and Healthcare, Public Health Analyst

Michelle Oswald, Centers for Medicare & Medicaid Services, Office of Minority Health, Program Manager

This session will inform attendees about initiatives to support value-based care in rural settings through multi-sector collaboration between government, communities, public health, and health care. The session will open with a discussion of rural provider needs around value, including addressing public health and social determinants. After this introduction, CDC and

CMS speakers will discuss specific federal initiatives, and how these can translate into improved population health and success in value-based models.

3G

Contributed Research Papers – Child and Maternal Health Room A706 (Atrium Level)

- **Rural-Urban Trends in Infant and Youth Mortality**
Jan Probst, PhD, Rural & Minority Health Research Center at the University of South Carolina, Distinguished Professor Emerita
- **Rural-Urban Differences in Maternal Morbidity**
Katy Kozhimannil, PhD, University of Minnesota, Associate Professor
- **Rural Focus in State Maternal Mortality Review Committees**
Julia Interrante, University of Minnesota, Doctoral Student

4:30 – 5:15 p.m.

Meet the Editor: An Open Discussion with the Editor of The Journal of Rural Health Room A703 (Atrium Level)

Ty Borders, PhD, University of Kentucky professor and department chair

The Journal of Rural Health (JRH) is the official scholarly publication of the NRHA. The Editor will provide an update on current statistics for the JRH and will answer questions about publishing in the journal.

Thursday, May 9, 2019

8- 9 a.m.

Constituency Group meetings and continental breakfast

Public Health Status/Clinical CG Meeting	A702 (Atrium Level)
FQHC CG Meeting	A703 (Atrium Level)
Research & Education CG/Journal of Rural Health	A704 (Atrium Level)
Frontier/RHC	A705 (Atrium Level)
State Association Council	A706 (Atrium Level)
Statewide Health Resources/NOSORH	A707 (Atrium Level)

9 – 10:15 a.m.

Concurrent Sessions

4A

Addressing Rural COPD Care Disparities: A Plan for Action Room L405-L406 (Lobby Level)

Janet Croft, PhD, Division of Population Health, National Ctr. For Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, Chief

Grace Anne Dorney Koppel, MA, JD, Dorney-Koppel Foundation, President
Dan Doyle, MD, Appalachian Pulmonary Health Project, Clinical Director
Antonello (Tony) Punturieri, PhD, National Heart, Lung, and Blood Institute - Division of Lung Diseases, Program Director
Moderator – Tom Morris, Federal Office of Rural Health Policy, Associative Administrator

Chronic Obstructive Pulmonary Disease, the “Other Rural Epidemic” is taking our breath away! What Are We Doing About It? This session will provide the current picture of the disparate burden and lack of resources to address COPD among rural populations, while offering a plan and examples of how communities can improve the health and quality of life for people with this terrible disease through prevention, partnership and policy advocacy.

4B

Opioid Epidemic: An AHEC’s Series of Funded Projects Room L402-L403 (Lobby Level)

David Gross, Northeast Kentucky Area Health Education Center, Director

This session will demonstrate how the Northeast Kentucky Area Health Education Center turned a single opioid event into a series of grant-supported programs. Efforts have included two provider education projects; a prescription misuse prevention initiative targeted toward teens and young adults; and an opioid-focused rural health network development planning grant.

Mapping the Opioid Crisis in Rural Counties

Megan Heffernan, NORC at the University of Chicago, Principal Research Analyst
Michael Meit, NORC at the University of Chicago, Senior Public Health Systems Researcher

NORC, in partnership with the USDA Office of Rural Development, is developing a national mapping tool to display county-level drug overdose mortality rates, vulnerability factors, and other socio-demographic and economic variables that influence the opioid crisis. NORC will conduct an interactive demonstration related to these efforts.

4C

What is rural, anyway?

Room A702 (Atrium Level)

Kevin Bennett, PhD, University of South Carolina School of Medicine, Associate Professor
Ty Borders, PhD, University of Kentucky, Professor | Endowed Chair | RUHRC Director
Mark Holmes, PhD, University of North Carolina, Professor- Health Policy and Management & Director -Cecil G. Sheps Center for Health Services Research
Erika Ziller, PhD, University of Southern Maine, Faculty, Public Health

Presenters will discuss the various methods for identifying rural areas, describe the limitations of such methods, and propose a method to better describe these categories to the general

public. The purpose is to move towards a more unified, and understandable, definition of rural that all can understand.

4D

Improving Rural Population Health through Innovations in Financing Room A703 (Atrium Level)

*Tanisa Adimu, Georgia Health Policy Center, Assistant Project Director
Glenn Landers, ScD, Georgia Health Policy Center, Research Assistant Professor & Director of Health Systems*

This session will showcase a financing module developed for the Robert Wood Johnson Foundation's Bridging for Health: Improving Community Health Through Innovations in Financing. The module is designed to enable stakeholders to envision how investments in population health could flow differently in communities. Examples will be drawn from rural communities.

4E

10 Years Later: Rural pipeline program lessons learned Room A704 (Atrium Level)

Wahnee Sherman, Ed.D., Mississippi Rural Physicians Scholarship Program, Executive Director

After 10 years, the Mississippi Rural Physicians Scholarship Program has experienced success creating rural Mississippi primary care physicians, but there have been many challenges too. Learn about building a program, recruiting & mentoring students, leveraging private sector contributions, connecting with rural hospitals & clinics, and working with the state legislature.

Medical Specialty and Practice Location of ROME Students

*Bryan Delage, M.D., Dept. Family & Community Medicine-University of North Dakota School of Medicine and Health Sciences, Co-Director, Rural Opportunities in Medical Education
David Schmitz, M.D., Dept. Family & Community Medicine-University of North Dakota School of Medicine and Health Sciences, Professor and Chair
Kamille Sherman, M.D., Dept. Family & Community Medicine-University of North Dakota School of Medicine and Health Sciences, Co-Director, Rural Opportunities in Medical Education*

The University of North Dakota School of Medicine has placed third-year medical students in rural training settings (Rural Opportunities in Medical Education) for 20 years. This study looks at their choice of medical specialty and whether they are practicing in a "safety-net" or rural environment.

4F

Stress and Well-Being in Rural America Room A705 (Atrium Level)

Diane M. Hall, PhD, MEd, Centers for Disease Control and Prevention, Senior Policy Analyst - Office of the Associate Director for Policy and Strategy

Craig W. Thomas, PhD, Centers for Disease Control and Prevention, Director - Division of Population Health

Victoria Leach, Federal Office of Rural Health Policy, Public Health Analyst

Josie Rudolphi, PhD, National Farm Medicine Center Marshfield Clinic Research Institute, Associate Research Scientist

Kristine Sande, MBA, Rural Health Information Hub (RHlhub), Director

This panel and discussion will focus on stress and well-being in rural America, with updates from CDC and FORHP. The panel will include specific examples of research and resources. Time will be allotted for discussion of vulnerable populations and innovative programs.

4G

Contributed Research Papers - Recent Rural Research Findings: Breast Cancer, American Indian Health, Opioids, and Cancer Control within CAHs

Room A706 (Atrium Level)

- **Demographic and Clinical Predictors of Late-Stage Breast Cancer**
Jane Bolin, BSN, JD, PhD, Texas A&M School College of Nursing, Associate Dean
- **Communicating Brain and Heart Health Across Indian Country**
Kelsey Donnellan, Assoc. of State and Territorial Health Officials (ASTHO), Health Improvement Analyst
- **Rural/Urban Variation in Opioid Prescription at Discharge**
Pinyao Rui, CDC - National Center for Health Statistics, Survey Statistician
- **Engaging Critical Access Hospitals in Cancer Control Initiatives**
Mary Charlton, PhD, University of Iowa College of Public Health, Assistant Professor

10:15 – 10:45 a.m.

Poster Session/Break

Atrium Foyer

10:45 a.m. – 12:00 p.m.

Concurrent Sessions

5A

Adverse Childhood Experiences in Rural Communities

Room L405-L406 (Lobby Level)

Elizabeth Crouch, PhD, South Carolina Rural and Minority Health Research Center, Deputy Director

Jan Probst, PhD, South Carolina Rural and Minority Health Research Center, Director Emerita

Elizabeth Radcliff, PhD, South Carolina Rural and Minority Health Research Center, Research Assistant Professor

This session will discuss recent trends in adverse childhood experiences (ACEs) rural residents. In particular, the prevalence of ACEs at a national level by rural/urban, and the role of local,

state, and federal policymakers and programs in reducing the prevalence and impact of ACEs in rural communities will be discussed.

5B

How did this become a medical desert?

Room L402-L403 (Lobby Level)

Christian Farley, Prairie View A&M University

Michael Zhou, Prairie View A&M University

Mark Tschaepe, PhD, Prairie View A&M University, Associate Professor of Philosophy

This session presents the healthcare history of Waller County, TX, where two hospitals that served the county closed in the early 1980's. We then provide current data gathered from a needs assessment that indicates the healthcare concerns of residents in the area and provide possible remedies for the county.

5C

Innovative Investment Partnerships to Improve Rural Health

Room A702 (Atrium Level)

Gary Nelson, Healthcare Georgia Foundation, President/CEO

Michael Sweeney, Healthcare Georgia Foundation, Chief Financial Officer

Partnerships between Community Development Financial Institutions and Philanthropy represent an emerging opportunity to address financial barriers to improved rural health. This session will introduce strategic program related investment strategies that improve rural health, address the social determinants of health, and promote rural economic development

Partnering with Philanthropy to Build Capacity

Jac Davies, Northwest Rural Health Network, Executive Director

Alana Knudson, NORC's Walsh Center for Rural Health Analysis, Program Area Director

Brian Meyers, Empire Health Foundation, Vice President of Programs, Rural Health and Capacity Building

Jana Reese, Rural Health Information Hub, Funding Resources Specialist

Explore the new Rural Health Philanthropy Toolkit from Walsh Center for Rural Health Analysis. Discover strategies rural communities have successfully used to build long-term philanthropy partnerships. Hear from a philanthropy leader and an on-the-ground mover and shaker. And learn how RHHub is working to share these models with rural communities.

5D

Maternity Care in Rural Communities

Room A703 (Atrium Level)

Benjamin Anderson, M.B.A., M.H.C.D.S., Kearny County Hospital, Chief Executive Officer

John Cullen, MD, Providence Valdez Medical Center, Family Physician and President, American Academy of Family Physicians

Carrie Henning-Smith, M.B.A., M.H.C.D.S., University of Minnesota School of Public Health, Assistant Professor

Katy Kozhimannil, PhD, University of Minnesota School of Public Health, Associate Professor

Rural communities are striving to meet the needs of pregnant women and families. This session will combine research with success stories from rural Kansas and Alaska. A rural hospital CEO and rural family physician will outline strategies for improving access and maternal-child outcomes in their communities.

5E

Aligning IRS Accountability Requirements to Improve Population Health

Room A704 (Atrium Level)

John Gale, M.S., Maine Rural Health Research Center, Senior Research Associate

Rural 501(c)(3) hospitals must comply with IRS accountability requirements or risk financial penalties and/or loss of tax-exempt status. This session examines IRS compliance efforts and explores opportunities to improve community benefit reporting, community health needs assessment (CHNA), and implementation planning strategies to demonstrate accountability and enhance hospital population health performance.

5F

Combating Opioids in Rural America: FORHP's Role (FORHP)

Room A705 (Atrium Level)

Megan Meacham, MPH, Federal Office of Rural Health Policy, Senior Advisor

Kiley Diop, MSc, Federal Office of Rural Health Policy, RCORP-Planning Program Coordinator

Jill Oesterle, CRHCP, Michigan Center for Rural Health, Manager, Rural Health Clinic Services and Opioid Funding

Matthew Courser, Ph.D., Pacific Institute for Research and Evaluation (PIRE), Senior Research Scientist

Holly Raffle, Ph.D., MCHES, Ohio University's Voinovich School of Leadership and Public Affairs, Associate Professor

This session will bring the audience on a journey through the progression of FORHP's role with opioid-related programs, including the largest budget increase in FORHP's history, a discussion of the multi-year Rural Communities Opioid Response Program (RCORP), and future plans. Attendees will also learn from three current innovative RCORP-Planning grantees to show how this funding is already having a positive impact in their communities.

5G

Contributed Research Papers - Behavioral/Mental Health

Room A706 (Atrium Level)

- **Serious Mental Illness and Mental Health Care Access**

Ty Borders, PhD, University of Kentucky, Professor and Endowed Chair

- **Measuring Stigma around Mental Illness in Rural Communities**
Shawnda Schroeder, PhD, University of North Dakota School of Medicine and Health Sciences, Research Associate Professor
- **Rural Medicaid Beneficiaries' Telebehavioral Health Use: Policy Correlates**
Jean Talbot, PhD, Maine Rural Health Research Center, Research Associate
- **Acuity Differences Among Newly Admitted Rural and Urban Nursing Home Residents**
Yvonne Jonk, PhD, Maine Rural Health Research Center, Deputy Director

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

Robin Ikeda, MD, MPH, Centers for Disease Control and Prevention, Acting Associate Director for Policy and Strategy

3:15 – 3:45 p.m.

Poster Session/Break

Atrium Foyer

3:45 – 5:00 p.m.

Concurrent Sessions

6A

Preventing Suicide in Rural American Indian/Alaska Native Veterans

Room L405-406 (Lobby Level)

Cynthia Goss, Veterans Rural Health Resource Center-Salt Lake City (US Department of Veterans Affairs), Program Specialist

Carol Kaufman, PhD, Veterans Rural Health Resource Center-Salt Lake City (US Department of Veterans Affairs), Population Scientist

Nathaniel Mohatt, PhD, Rocky Mountain Mental Illness Research, Education, and Clinical Center (US Department of Veterans Affairs), Research Psychologist

Jay Shore, PhD, Veterans Rural Health Resource Center-Salt Lake City (US Department of Veterans Affairs), Rural Native Veteran Domain Lead

Rural Native American Veterans are at the intersection of rural, Veteran, and Native American populations, all at high risk for suicide. We describe rural Native American Veterans' health concerns, present the epidemiology of their suicide-related behavior nationally and in the Veterans Health Administration, and propose a model for suicide prevention.

Increasing Psychotherapy Access for Rural Veterans Using Telehealth

Terri Fletcher, PhD, South Central MIRECC, Research Health Scientist and Psychologist

Jessica Freshour, PhD, Michael E. DeBakey VA Medical Center, Psychologist

Julianna Hogan, PhD, South Central MIRECC, Research Health Scientist and Psychologist

Jan Lindsay, PhD, VA Office of Rural Health, Research Health Scientist and Psychologist

Delivery of psychotherapy via Video-to-Home (VTH) telehealth can increase rural patients' access to quality mental health care and address avoidance behaviors. Expert clinicians will discuss how VTH delivery of treatment for anxiety, depression, and substance use disorders can improve access to, retention in, and satisfaction treatment for rural Veterans.

Community Clergy Training Supporting Rural Veterans Mental Health

Keith Ethridge, VA National Chaplain Center, Associate Director

Kristin Pettey, Veterans Health Administration Office of Rural Health, Health Systems Specialist

Steve Sullivan, VA Community Clergy Training Program, Implementation Lead

Tracy Tullos, Russellville VA Community Based Outpatient Clinic, Social Worker

The Community Clergy Training Supporting Rural Veterans Mental Health, supported by the Department of Veterans Affairs, is designed to train rural clergy as first responders to readjustment needs of returning Veterans and their families. The curriculum is designed to broaden community networks and knowledge to improve outcomes for rural veterans.

6D

2 Unique Rural approaches using a simplified PCMH model to increase quality

Room A703 (Atrium Level)

Angie Charlet, Illinois Critical Access Hospital Network, Director of Quality, Education Services and Compliance

Kate Hill, RN, The Compliance Team, Inc, Vice President of Clinical Services

Tracy Ingram, Louisiana Bureau of Primary Care and Rural Health, Rural Health Officer, Manager of State Office of Rural Health

Learn how the State of Louisiana and ICAHN are working with The Compliance Team to deliver expert coaching and necessary tools to improve care management, reduce unnecessary healthcare expenditures, and increase patient engagement/staff satisfaction in rural healthcare in RHCs and primary care clinics with achievable methods.

6E

Population Health: The Intersection of Accountable Care Organizations and Community Providers (FORHP)

Room A704 (Atrium Level)

Simone Rueschemeyer, Vermont Care Network/Vermont Care Partners, Executive Director

Connie Mack, Community Care Alliance, Executive Director

Teresa Wilson, DHHS Centers for Medicare & Medicaid Services, Medicare Operations Branch

Jayne Berube, Federal Office of Rural Health Policy, Rural Health Network Development Program Coordinator Community Based Division

The Federal Office of Rural Health Policy (FORHP) within the Health Resources and Services Administration (HRSA) provides funding to established health networks to improve access and quality of health care in rural areas. Two grantees from FORHP's Rural Health Network Development grant program will share the opportunities and challenges of collaboration between accountable care organizations (ACOs) and community based organizations to improve population health. Innovative strategies for rural providers, including clinically integrated networks and the intersection between ACOs and community organizations, and operational and clinical innovations from the Centers for Medicare and Medicaid Services will be presented.

6F

A New Model of Medical Care in Rural Nursing Facilities

Room A705 (Atrium Level)

David Chess, MD, Tapestry Telehealth PLLC, Chief Medical Officer

Sam Stanton, ABCM Corporation, Executive Medical Director

A Dedicated Virtual Nurse Practitioner and Medical Team integrates with nursing facility nurses and attending staff to allow for advanced medical care on site. Decreasing admissions, supporting CMI and RUGS and STAR ratings while significantly decreasing your transportation costs and creating new revenue streams.

6G

Contributed Research Papers - Operation & Facilities

Room A706 (Atrium Level)

- **Characteristics Associated with Rural Hospitals that Merged (2005-2016)**
Dunc Williams, Jr., University of North Carolina - Chapel Hill; Medical University of South Carolina
- **Rural Health Clinic Costs and Medicare Reimbursement**
Zach Croll, Maine Rural Health Research Center, Research Analyst
- **Reimbursing Swing Beds at the SNF PPS Rate**
Drake Broussard UNC Sheps Center for Health Services Research, Research Assistant
- **Rural-Urban Differences in Partial Hospitalization Program Availability**
Timothy Williams, University of Kentucky College of Public Health - Department of Health Management and Policy, Research Assistant

Friday, May 10, 2019

8 – 8:40 a.m.

CMS Rural Council Update

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.

9:30 – 9:45 a.m.

Break

9:45-11:00 a.m.

Concurrent Sessions

7A

Unintentional Injuries in Rural America

Room L405-L406 (Lobby Level)

Gwen Bergen, Centers for Disease Control and Prevention, Behavioral Scientist

Elizabeth Burns, Centers for Disease Control and Prevention, Health Scientist

Jill Daugherty, PhD, Centers for Disease Control and Prevention, Health Scientist

Bethany West, Centers for Disease Control and Prevention, 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, PhD, MSPH, National Center for Health Statistics, Acting Associate Director for Science

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 Centers for Disease Control and Prevention, Epidemiologist
- **Rural, Urban, Suburban Differences in Influenza Vaccination Coverage**
Tammy Santibanez, PhD, Centers for Disease Control and Prevention, Epidemiologist
- **Distribution of publicly-funded childhood vaccines by urbanicity**
Yoonjae Kang, Centers for Disease Control and Prevention, Epidemiologist

11:00 a.m.

End of Annual Conference