

TEXAS RURAL HEALTH FORUM

**A joint education
conference of the:**

Office of Rural
Community Affairs*
– Critical Access
Hospitals

Texas Hospital
Association and its
Rural Constituency
Section

Texas Organization of
Rural & Community
Hospitals

Texas Rural Health
Association

November 9-10, 2009

Hyatt Regency Austin

**Join your Rural Health Colleagues
at the One Event You Can't Miss This Year!**

Network. Learn. Share.

If you play a role in rural health care in Texas, the 2009 Rural Health Forum is the must-attend event of the year. The Texas Rural Health Forum brings together hundreds of rural health care professionals from across the state, along with leaders from local communities, businesses, state agencies, academia and nonprofit organizations... all focused on one mission: improving the lives of rural Texans.

Who Should Attend

- Texas rural health professionals and hospital leaders;
- Texas rural community and business leaders;
- State agency personnel;
- Academia;
- Nonprofit organizations interested in rural health.

* Effective Sept. 1, the Office of Rural Community Affairs will be known as the Texas Department of Rural Affairs.

Program

SUNDAY, NOV. 8

5:30 – 7:00 p.m. **Welcome Reception**

Enjoy great conversation, complimentary appetizers and beverages, and breathtaking views of beautiful downtown Austin at the welcome reception, hosted by our Gold-level sponsors.

MONDAY, NOV. 9

7:30 a.m. **Registration / Breakfast**

8:30 **Opening Session** **Texas Legislative Panel**

Health care reform is in the air. Get the inside track from the experts who are following these developments daily. Learn what key legislation passed the 81st Legislature, and how it will impact rural health care in Texas. This interactive session will give attendees an opportunity to communicate with legislators as well.



10:00 **Exhibits/Refreshment Break**

10:30 **Workshops**

Session I: IMPLAN: What It Can Do for Your Community

Todd Becker, program coordinator, Brazos Area Health Education Center; and Amanda Thomas, program coordinator, Brazos AHEC, Waco

IMPLAN is an economic impact modeling system developed by Minnesota IMPLAN Group Inc., used to create complete, extremely detailed social accounting matrices and multiplier models of local economies. The county-specific data can be used with state and national data to create reports that show the impact of adding one rural physician to a community to support the “grow your own” health professional concept that engages communities directly in growing a competent, culturally aware health workforce for the future.

Session II: Revenue Cycle, Reimbursement and Operational Implications for Rural and Critical Access Hospitals

Traudi Bandura, CPA, FHFMA, vice president, CampbellWilson; and Cedrial Moore, vice president, CampbellWilson, Dallas

Maintaining a strong revenue cycle in today’s environment has proven to be a challenge for many health care providers. In this session, learn how to identify and mitigate financial risks associated with inefficient revenue cycle operations. You will receive a summary of the current reimbursement landscape for Medicare and Medicaid and suggestions for an approach to complete reimbursement for small, CAH and rural hospitals.

11:30 **Workshops**

Session I: Nursing in the 21st Century

Lolly Lockhart, Ph.D., RN, associate professor, nursing program, Texas State University, San Marcos, and private consultant

How are changes in the health care environment – like cultural diversity, health status and technology – impacting services and the preparation of nurses and other health care workers? Learn about the measures nursing education programs are using to build capacity, leverage partnerships, and apply simulation learning and faculty extenders to address the nursing shortage and nurses’ changing roles. Current practices and concepts to address 21st Century health care needs will be reviewed.

Session II: Caring for the Panhandle: Critical Access Hospitals FLEX their HIT

Fred Beck, J.D., president and co-founder, Opus Healthcare Solutions Inc., Austin; and Kathy Mechler, RN, CPHQ, co-director/chief operating officer, Texas A&M University Health Science Center Rural and Community Health Institute, College Station

Track the background and progress of the Texas Flex-HIT grant project from its inception for Parmer County Community Hospital and Collingsworth General Hospital. Presenters will address the project’s goals, the process for securing the Flex-HIT grant, implementation of the selected solutions, and outcomes.

12:30 p.m. **Luncheon with Exhibitors**

1:30 **Plenary Session**

Update on Health Reform Act

Carrie Cochran, deputy associate administrator, U.S. Department of Health and Human Services, Health Resources and Services Administration, Office of Rural Health Policy, Washington, D.C.

As part of the Office of Rural Health Policy management team specializing in policy research, Cochran has a front-seat view in Washington to the ever-changing landscape of rural health care. Join her as she shares the national perspective on health reform and how ORHP can work with rural Texas to maximize health care delivery in the state.



*Space is limited.
Register and
reserve your
room today!*

2:30 Workshops

Session I: Health Resource Commissions: Using Local Resources to Build Infrastructure and Increase Access to Care in Rural Communities

Angie Alaniz, regional director, Texas A&M Health Science Center School of Rural Public Health, Center for Community Health Development; and Laura Windwehen, research associate/community partnership manager, Texas A&M Health Science Center School of Rural Public Health, Center for Community Health Development, College Station

The Center for Community Health Development has been working with rural communities in the Brazos Valley to help them increase their access to care. Over the past six years, CCHD has assisted four counties in the development of health resource commissions. Learn how CCHD successfully organized the local health resource commissions to serve their rural communities and customized the roles and responsibilities to support the specific needs of each community.

Session II: Using Data to Improve Quality, Safety and Operations

Kathy Mechler, RN, CPHQ, co-director/chief operating officer, Texas A&M University Health Science Center Rural and Community Health Institute; and Tammy Wilemon, RN, director quality and safety, Texas A&M University Health Science Center Rural and Community Health Institute, College Station

This session will discuss current measurement trends and initiatives, while exploring an initiative for rural hospitals that assists with data management. Focus will be placed on core measures, the use of administrative data to monitor and evaluate safety and quality, and scorecards.

3:30 Exhibits/Refreshment Break

4:00 Workshops

Session 1: The Loan Repayment Roadmap: What Every Rural Health Facility Needs to Know

Connie Berry, manager, Texas Primary Care Office, Texas Department of State Health Services; and Jim Conditt, coordinator recruitment and retention programs, Texas Primary Care Office, Texas Department of State Health Services, Austin

Don't miss this session to learn what your hospital needs to know to take advantage of nearly 700 loan repayment slots each year. Presenters will explain the differences, requirements, provider eligibility and who to call for answers so that you can benefit from the major investment the state and federal government has made to improve access to physicians and other health professionals.

Session II: Access to Care Models: A Comparison of Rural Health Clinics and Federally Qualified Health Centers

Shannon Calhoun, executive director, Southeast Texas Health System, Goliad; Ramsey Longbotham, executive director, Texas Association of Rural Health Clinics, Austin; Peter Perialas Jr., chief executive officer, Lone Star Circle of Care, Georgetown; and Becky Peal-Sconce, regional rural health coordinator, Centers for Medicare & Medicaid Services, Dallas

Rural health clinics and federally qualified health centers both offer significant opportunities for enhancing access to health care in underserved communities. The growth in the number of health care organizations pursuing RHC or FQHC designation to expand services has presented a challenge of deciding which model can best meet their goals. This session will provide an in-depth discussion and programmatic comparison between RHCs and FQHCs. Our panel of experts will offer insight into the unique aspects, benefits and challenges of each model.

5:00 – 7:00 Reception in Exhibit Hall

Before taking in the Austin nightlife and restaurant scene, take some time to relax over complimentary refreshments while you check out the latest health care products and services available in the Exhibit Hall.

TUESDAY, NOV. 10

7:30 a.m. Breakfast in Exhibit Hall

8:30 Plenary Session

Health Information Technology's Impact on Health Care Reform

Camille D. Miller, president and chief executive officer, Texas Health Institute, Austin



Armed with her previous experience in information technology in a business setting, Miller will analyze health information technology and its role in health care reform – with particular emphasis on HIT's potential impact on rural Texas.

9:30 Workshops

Session I: Collegiate Programming: The Role It Can Play in Recruiting Prospective Health Professionals

Pam Danner, director of rural health, and director, West Texas Area Health Education Center Program Office; and Loni Marie Flores, coordinator for community programs, West Texas AHEC Program Office, Lubbock

Rural and other underserved areas continue to struggle with health professional shortages. This workshop will present the innovative Double T Health Service Corps program approach managed by Texas Tech University Health Sciences Center and West Texas AHEC Program Office. The organization helps foster the interest and professional development of more than 100 pre-health professions students annually by connecting students to communities and creating relationships that can turn into future practice opportunities.

Session II: Using Public Data to Improve Hospital Planning

Merit Smith, vice president and director, health care practice, Robert E. Nolan Company Inc., Dallas

Hospitals are planning-intense organizations. Those serving rural communities have a complex mix of plans: marketing, service development, and incident response, to name a few. In this lively session led by an experienced economic geographer and planner, you will learn free or low-cost data sources and techniques that can be used in hospital strategic planning. You'll leave this session armed with new ideas and practical tools for your hospital's planning challenges.

10:30 Exhibits/Refreshment Break

11:00 Workshops

Session I: Cancer: The Next Border Health Threat: Can the Communities Survive It?

Thelma C. Hurd, M.D., associate professor and director breast surgery program, The University of Texas Health Science Center at San Antonio; Yolanda Jaramillo, M.D., promotora, Winter Garden Area Health Education Center/Maverick County Hospital District, Eagle Pass; Rebecca Rios, RN, center director/quality improvement, Winter Garden AHEC/Maverick County Hospital District, Eagle Pass; and Don Spaulding, private consultant, Kickapoo Traditional Tribe of Texas, Eagle Pass

Esperanza y Vida is a community based, culturally relevant breast and cervical cancer education pilot program via a partnership with the Maverick County Hospital District. The program utilizes a promotora-based train-the-trainer model combined with life-skills training to empower Hispanic women and men to promote screening and early detection within the family and community in Maverick County which has the highest breast and cervical cancer mortality rates in the county. This panel of experts will discuss the program from several aspects and points of view.

Session II: Health Care Workforce and Rural Recruitment

Tim Skinner, executive director, National Rural Recruitment and Retention Network, La Crosse, Wis.

Recruitment? Yes, this session will provide an overview of workforce issues that affect rural recruitment and retention. Recruitment combines the two words into one difficult word. Health care facilities talk about recruitment and retention, but in reality the retention side often is forgotten. This session provides information about the importance of integrating recruitment into successful rural practices.

Noon Awards Luncheon

Join us as we recognize individuals and programs that have gone the extra mile and made a significant difference in improving the health of rural Texans.

Emcee: Dan Robertson, information specialist, Office of Rural Community Affairs, and former broadcaster and science reporter

1:45 p.m. Workshops

Session I: Health Information Technology, Reimbursement and the American Recovery and Reimbursement Act of 2009

Sue Biedermann, RHIA, chair and associate professor, Health Information Management Program, Texas State University; and Susan H. Fenton, Ph.D., RHIA, HIT Institute Management Director, Health Information Management Program, Texas State University, San Marcos

The American Reinvestment and Recovery Act of 2009 contains provisions related to the implementation of health information technology and electronic health records for hospitals and physicians. Understand the ARRA's provisions, including explanations of HIT certification and health information exchange, and get up-to-the-minute information on the "meaningful use" requirement. In addition, these experts will review the ARRA timeline for HIT adoption, late-breaking HIT standards and policy recommendations from the Office of the National Coordinator, and education and other assistance programs which may be available to providers in Texas.

Session II: Strategic Grant Writing

Jennifer Franklin, RN, chief clinical officer, Yoakum Community Hospital; and Lucy Murphy, owner/lead grant writer, Skylight Grant Writing, Austin

Applying a few simple process improvements and project management techniques to your hospital's grant-seeking efforts can lead to better results and reduced costs. Learn how to develop effective partnerships, and benefit from these experts' insights on how to successfully seek grants.

2:45 Exhibits/Refreshment Break

3:15 Closing Session

Federal Health Care Reform: The Rural Impact

John Hawkins, senior vice president, advocacy and public policy, Texas Hospital Association; Gregg W. Knaupe, J.D., Santos Alliances, Austin; and Dan Stultz, M.D., FACP, FACHE, president and chief executive officer, Texas Hospital Association, Austin

Although the Obama administration is pushing for quick action on health care reform, most Washington insiders anticipate the debate spilling over into the fall. Don't miss this up-to-the-minute overview of the debate over health care reform in Washington, D.C. The session will focus on the rural impacts anticipated from potential federal initiatives related to coverage expansion, bundled payments, readmissions, value-based purchasing, the "public plan," tax-exempt status and insurance reform.

The views expressed by the speakers do not necessarily reflect the policies or opinions of the co-providers/partners of the Texas Rural Health Forum.



**Save \$50
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Registration Information

Registration Fee

If received on or before Oct. 17, 2009:\$225

After Oct. 17, 2009:\$275

Register by Oct. 17 and receive a chance to win a complimentary two-night stay at the hotel!!

Space is limited....Register today!

Register online at THA's Web site, www.tha.org, or submit the attached registration form via mail or fax. If you have not received confirmation via the e-mail address provided on the registration form at least five business days prior to the program, please contact the THA Registrar at 800/252-9403, ext. 1057, or via e-mail to registrar@tha.org. **Without payment (via check or credit card), your registration cannot be processed.**

Substitution, Transfer and Cancellation Policy

Registrants unable to attend may send an alternate. Please notify THA prior to the program, if possible. Transfer from one THA education program to another is not permitted, and no financial credit will be granted. If a registrant cancels, the registration fee, less a 20 percent service charge, is refundable only if **THA receives notice in writing at least five business days prior** to the event. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) No refunds will be made for no-shows or for cancellations made less than five business days prior to the program. THA reserves the right to cancel or reschedule programs as determined necessary. If a program is canceled, full registration refunds will be issued. THA is not responsible for nonrefundable airline tickets or other travel expenses.

If you have **content questions** or **special needs** that require accommodation, please contact THA's Education Department at 512/465-1055 or via e-mail to mnewkirk@tha.org.

Hotel

Hyatt Regency Austin Hotel is the headquarters for the 2009 Texas Rural Health Forum. Hotel reservations may be made by accessing the Web site below or by calling the hotel directly. **Call before Friday, Oct. 23 at 5 p.m.** to ensure special rates, (subject to availability). **Identify yourself with the Texas Rural Health Forum.**

Hyatt Regency Austin

208 Barton Springs Road
Austin, TX 78704

Room rate: \$180 single/double

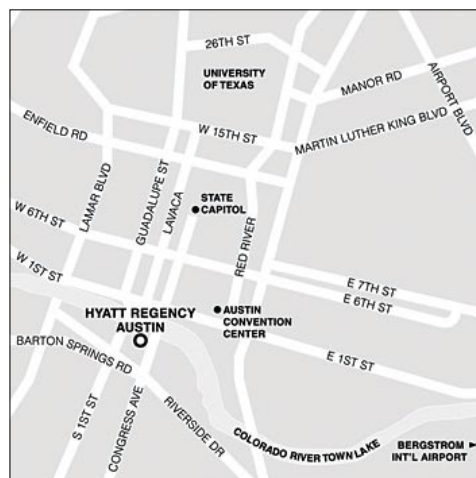
Room cut off date: Oct. 23, 2009
(based on availability)

Online reservations:

<https://resweb.passkey.com/go/txruralhealth>
(preferred reservation method)

Phone reservations:

888/421-1442 if no Internet access.
Reference Texas Rural Health Forum.



Continuing Education

Continuing Education Certificates for proof of attendance will be issued to all registrants. These certificates should be placed on file at your hospital as evidence of attendance. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance when you submit the course outline (save the brochure) and your certificate of attendance. If your discipline is not listed below for pre-approved continuing education, it is recommended that you contact your own board or certification organization to find out what is required.

The Texas Hospital Association is authorized to award **up to 11.0 hours** of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement or recertification in the **American College of Healthcare Executives**. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when making application to the American College of Healthcare Executives for advancement or recertification.

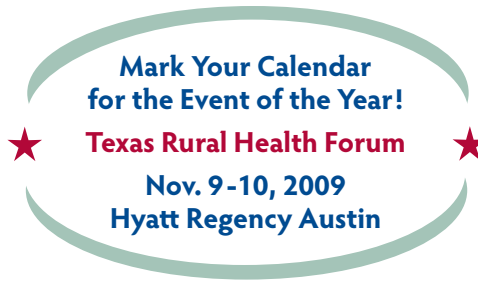
The Texas Hospital Association is an approved provider of continuing nursing education by the **Texas Nurses Association**, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Successful completion of this program provides **up to 11.0 contact hours**. Approval as a provider refers only to recognition of the continuing education activity and does not imply endorsement or approval of any commercial product by the Texas Nurses Association, the American Nurses Credentialing Center's Commission on Accreditation or the Texas Hospital Association.

This course may be submitted to the **Texas State Board of Social Work Examiners for up to 11.0 credit hours**.

Attendance Policy: Participants seeking continuing education credit should claim credit commensurate with only those sessions attended in their entirety and complete the online Evaluation tool within one week following the program. A Certificate of Successful Completion will be awarded electronically immediately following completion of the evaluation. Conference registration is also required for verification of continuing education credit.

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Registration Form

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Payment must accompany registration form.

**Register
Online Today!**
www.tha.org

Vendor attendance is limited to those companies/firms participating in the Texas Rural Health Forum as a sponsor and/or exhibitor.

Contact
Susan Van Slyke at
svanslyke@tha.org
or 512/465-1524 for
more information.

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