



# 22<sup>nd</sup> Annual Oregon Rural Health Conference

November 3-5, 2005  
Sunriver Resort - Sunriver Oregon

*Sponsored by*  
OHSU Office of **Rural Health**  
Oregon **Rural Health Association**  
Oregon **Rural Practice-based Research Network**  
OHSU **Area Health Education Center**

***Rural Oregon's  
Heartbeat -  
Living the Challenge***



# About the conference

The 22<sup>nd</sup> Annual Oregon Rural Health Conference, *"Rural Oregon's Heartbeat – Living the Challenge"*, features presentations that focus on the myriad challenges facing rural Oregon communities in obtaining quality and affordable care in today's healthcare environment. The theme for the ORPRN sessions is best practices research – improving patient outcomes in rural communities. General conference sessions include informational presentations on workforce issues, legislative involvement, town hall meeting summaries, demographics and conversion to electronic health records. The conference represents collaboration among the Oregon Rural Practice-based Research Network (ORPRN), the Oregon Area Health Education Centers (AHEC) and the OHSU Office of Rural Health (ORH). The concurrent presentations are divided into tracks for the purposes of clarity, but you are not limited to remaining in one particular track. You may select any combination of sessions that suit your particular informational needs.

## ***Pre-Conference Sessions***

The **Recruitment Workshop** is open to the public and will provide guidance in preparing for a successful recruitment and resultant provider retention. Also provided will be suggestions for making your practice site competitive to practitioners searching for the ideal location to work and live. The **Critical Access Hospital Advisory Committee Meeting** (open only to FLEX program participants) will focus on issues particular to CAH and other FLEX activities. The **Rural Healthcare Quality Network** meeting features Terry Hill, M.P.A. on the balanced scorecard and is open to the public. The **ORPRN Steering Committee Meeting** and **Research Skills Building Workshop**, as well as the **AHEC Advisory Retreat**, are invitation-only meetings. Invitations will be mailed separately. The **OAHHS Rural Health Summit**, for OAHHS members only, will be held all day, November 2. Call Vicke Stephens at OAHHS, 503-636-2204, for registration information.

## ***Conference Program***

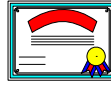
A detailed description of each conference session begins on the following page. This conference traditionally provides a place to exchange ideas, information and expertise among individuals and organizations engaged in or concerned with rural health care issues. This is a GREAT networking opportunity. If you are involved in rural health care, **this conference is for you!**

# Questions

For more information, contact Linda Peppler, toll-free 866-674-4376; pepplerl@ohsu.edu.

# Highlights

**Awards Banquet** — The awards dinner will honor the Rural Health Practitioner of the Year; Outstanding Achievement in Rural Health Education; Outstanding Rural Practice; Outstanding Contribution to Rural Health; Outstanding Rural Health Program; Outstanding Clinic Administrator, Manager or Staff Support; Outstanding Achievement in Community Education and OMPRO's Hospital Quality Improvement awards.



**Welcome Reception** — This year's reception will feature a tribute to Karen Whitaker Knapp and a toast to her January 2006 retirement. It also provides an opportunity to catch up with old friends, get acquainted with new ones, talk about issues from the day's sessions or just mingle and munch — **always a great time!**



**Fun Activities** — Bring the family and plan to spend the whole weekend exploring Sunriver's recreational, relaxation and dining amenities. Visit the Sunriver website for great ideas on how to plan your itinerary: [www.sunriver-resort.com](http://www.sunriver-resort.com). You'll also be eligible to win spectacular prizes awarded at the end of the conference.



# Lodging

Guest rooms are available at Sunriver Lodge at the following group rates until **Oct. 3**:

Accommodation	Nightly Rate
Lodge Village Guestroom	\$99
Lodge Village Suite	\$169
2 Bedroom Condo	\$175
2 Bedroom Loft Condo	\$200

For reservations call: **1-800-547-3922** and **request the group rate for the Oregon Rural Health Conference.**

→ ***You must make reservations prior to Oct. 3 to guarantee the group rate as well as room availability.***

# AGENDA

## Wednesday, Nov. 2

9:30 a.m. – 5 p.m.      **OAHHS Rural Health Summit** — Homestead 2  
(Open to OAHHS members only)

Oregon Association of Hospitals & Health Systems (OAHHS) is offering an opportunity for rural hospitals to receive an update on state and federal laws as they apply specifically to rural hospitals. Also how to work collaboratively on such issues as rural health quality and HIPAA updates. Program schedule and registration will be mailed separately.

## Thursday, Nov. 3

8 a.m.                      Registration Table Opens — Great Hall

9 a.m. – noon            **CAH Advisory Committee Meeting** — Heritage 1  
(Open to FLEX program participants only)

Scott Ekblad, Director, Oregon Office of Rural Health, will provide an update on the FLEX program. Alma Hardy, Health Insurance Specialist, Provider Services Branch, Division of Medicare Operations, Centers for Medicare & Medicaid Services, Region X, will discuss regulations affecting CAHs. Mike Bell, CPA, will present “CAH Partial Cost-Based Reimbursement”, instruction on what you should ask from your federal legislators to obtain full cost-based reimbursement. This meeting provides a great opportunity to shape the development of future FLEX program activities in Oregon.

10 a.m. – 3 p.m.        **Statewide AHEC Advisory Retreat** — Heritage 2  
(Open to AHEC board members and staff by invitation only)

Noon – 1 p.m.            **CAH Advis. Comm. & Rural Healthcare Quality Network Lunch** — Heritage 1

1 p.m. – 5 p.m.        **Rural Healthcare Quality Network (RHQN)** — Heritage 1

**The Rural Healthcare Quality Network** is an independent network of Critical Access and small Rural PPS hospitals committed to working together to share and develop resources to achieve high quality outcomes in rural communities. The agenda for this session includes RHQN needs assessment, project update, operations plan and recognition and an interactive discussion of the balanced scorecard. Terry J. Hill, M.P.A., Executive Director of the Rural Health Resource Center, will explain the balanced scorecard approach and how it can be applied to rural healthcare. Hill shares success stories of how hospitals and other rural organizations have achieved transformational changes using this approach.

1 p.m. – 4 p.m.        **Recruitment Workshop** — Landmark 1

Recruitment and retention are areas in the ‘business’ of medicine that you do have control over. In this workshop, information will be shared to help you identify critical components to the development of a successful recruitment process. Proactive planning will produce a successful recruitment process that yields practitioners who will invest in your practice, your patients and your community; investments that typically yield a better return for all parties involved. Ideas for retention will be presented, but please come prepared to share ideas that you have found to be successful as well. The importance of networking and community involvement will also be part of the discussion.

12:30 p.m. – 1:30 p.m.    **ORPRN Steering Committee Lunch Meeting** — Homestead 2  
(Open to Steering Committee Members only)

2 p.m. – 4:30 p.m.        **ORPRN Research Skills Building Workshop\*** — Homestead 2  
Cynthia Morris, Ph.D., M.P.H.

This workshop will focus on developing research skills and understanding how to effectively implement research and practice improvement projects in your clinic. All ORPRN clinicians and staff are encouraged to attend. Others are welcome. The ORPRN track is designed for M.D.s, D.O.s, N.P.s and P.A.s

5 p.m. – 8 p.m.

**ORPRN Reception, Keynote Address and Dinner\*** — *Great Hall*  
(Open to ORPRN members and invited guests only)

Welcome and Introductions: Albert Thompson, M.D., Lyle J. Fagnan, M.D.  
Keynote Address: "Best Practices Research & the Development of Learning Communities"  
James W. Mold, M.D., M.P.H., Zachary Bechtol, M.D.

8 p.m. – 10 p.m.

**No Host Bar & Music by the Mood Swingers**  
— *Great Hall* (all conference registrants welcome — sponsored by ORPRN)

6 p.m. – 9 p.m.

**Oregon Rural Health Association Board Meeting** — *Fireside Room*

6 p.m. – 10 p.m.

**Exhibit Setup** — *Heritage and Landmark Galleries*

## Friday, Nov. 4

6:30 a.m.

Registration Table Opens — *Great Hall*

7:30 a.m.

### **Concurrent Sessions**

*ORPRN Track\**

**Annual Meeting and Breakfast** — *Homestead 1*

*CONFERENCE Track*

**Networking Breakfast** — *Great Hall*

8:30 a.m.

**Conference Announcements and Introduction** — *Great Hall*  
Karen Whitaker Knapp

8:40 a.m.

**Opening Keynote**  
Peter Kohler, M.D.



9 a.m.– 9:30 a.m.

Coffee Break — View Exhibits

9:30 a.m.– 10:30 a.m.

### **Concurrent Sessions**

*ORPRN Track\**

**"Best Practices Research: Strategies for Conducting Research in a Network"**  
Zachary Bechtol, M.D., James Mold, M.D., M.P.H.

*CONFERENCE Track 1*

**"Rural Health 101"**  
Karen Whitaker Knapp

*A basic orientation session offering a valuable introduction to pertinent information on rural healthcare in Oregon.*

*CONFERENCE Track 2*

**"Oregon Healthcare Workforce Shortages: Collaborative Solutions"**  
Jo Bell

*Oregon has a hotbed of activity to address its healthcare workforce shortages. Hear about the collaborations and creative solutions happening in our state.*

*CONFERENCE Track 3*

**"Town Hall Meetings Recap"**  
Moderator: Scott Ekblad  
Presenters: Rural Health Coordinating Council Members

*The Office of Rural Health has recently hosted town hall meetings in La Grande, Burns, Roseburg, and Astoria for the purpose of asking Oregonians statewide to share their communities' successes and concerns. Future town hall meetings have been scheduled, but come and listen to what we've heard so far.*

10:30 a.m. – 11 a.m.

Refreshment Break — View Exhibits

11 a.m. – noon

### **Concurrent Sessions**

*ORPRN Track\**

**"Incorporating a Chronic Disease Registry and Chronic Disease Initiatives in Your Clinic and Community"**  
Judith Logan, M.D., M.P.H., Linda Dreyer, M.P.H., M.S.W.  
Moderator: Jeanne Wismer Bowden, Ph.D., R.N., F.A.A.N.

CONFERENCE  
Track 1                      **"Rural Health Clinic 101"**  
Troy Soenen

*Rural Health Clinic 101 is a session focused on understanding the basic requirements to become a certified Rural Health Clinic. This session will also focus on identifying primary care options available to communities and individuals.*

CONFERENCE  
Track 2                      **"Angel Flight, Flights of Hope"**  
Rob Breitbarth

*Angel Flight arranges air transportation, at NO CHARGE, on private aircraft for medical and many other circumstances. Angel Flight is often the link that enables a patient to get to diagnosis or treatment that would otherwise be inaccessible because of financial, medial, or logistical considerations. Requests come from hospital social workers, case managers, physicians, and social service agencies. Angel Flight West has flown more than 20,000 missions over two decades, all at no charge to anyone, giving hope to those in need.*

CONFERENCE  
Track 3                      **"Governor's Office of Rural Policy Update"**  
James Azumano

*Jim Azumano, Director of Governor Theodore R. Kulongoski's Office of Rural Policy, will provide information on the Office of Rural Policy creation and he will also provide an update on the Office of Rural Policy Advisory Committee's activity and progress.*

Noon – 1:30 p.m.                      **Lunch and Student Presentations**

1:45 p.m.– 2:45 p.m.                      **Concurrent Sessions**

ORPRN Track\*                      **"ORPRN Completed Research and Research in Process"**  
Moderators: David Buckley, M.D., Valerie King, M.D., M.P.H.,  
Scott Shipman, M.D., M.P.H., with members of the ORPRN Steering  
Committee

CONFERENCE  
Track 1                      **"Electronic Health Records Part I: Preparation Prior to Conversion"**  
Kerry L. Casperson, Ph.D.

*The presentation will focus on the critical success factors in the selection, adoption and implementation of an electronic health record. Focus will be on practical application versus theoretical considerations.*

CONFERENCE  
Track 2                      **"2005 Legislative Recap and What to do in Off-Legislative Years"**  
Robert Duehmig, Karen Whitaker Knapp

*Get an update on what happened during the last legislative session, and learn what goes on when legislators are not in session.*

CONFERENCE  
Track 3                      **"Hot Topics Part I: The Cliff ® Notes Version"**  
Joel Young, Phil Warnock

*Young will discuss statewide progress with "Integrating Behavioral Health and Primary Care." Warnock will present "The Transportation Brokerage: Expansion Beyond Medicaid", a brief history of brokerages in Oregon, current service levels and how coverage is expanding.*

2:45 p.m.– 3:15 p.m.                      Refreshment Break — View Exhibits



3:15 p.m.– 4:15 p.m.                      **Concurrent Sessions**

ORPRN Track\*                      **Continuation of "ORPRN Completed Research and Research in Process"**

CONFERENCE  
Track 1                      **"Electronic Health Records Part II: Steps and Resources"**  
Mike Leahy

CONFERENCE  
Track 2                      **"Changing Demographics of Rural Oregon"**  
George C. Hough, Jr., Ph.D.

*Demographic changes in rural Oregon from 1990-2000 are examined for trends and the implications for future change in rural Oregon. Uses of the American Community Survey (new Census Bureau) will also be discussed.*

CONFERENCE  
Track 3                      **"Hot Topics Part II: The Cliff ® Notes Version"**  
Karen Whitaker Knapp

*The Office of Rural Health knows that many conference attendees have great ideas that never get heard, and we wanted to hear them! We invite submissions from the public to speak for 15 minutes on any "hot topic" of their choice. Knapp will present "Changing Trends in Physician Workforce."*

4:15 p.m. – 4:30 p.m.	Mini-Break — View Exhibits
4:30 p.m. – 5:30 p.m.	<b>Annual Meeting of the Oregon Rural Health Association</b>
6:30 p.m. – 7:30 p.m.	<b>Conference Reception: A Tribute and Toast to Karen Whitaker Knapp — Great Hall</b>
7:30 p.m. – 9:30 p.m.	<b>Conference Dinner and Awards Banquet — Great Hall</b>



# Saturday, Nov. 5

7 a.m.	Registration Table Opens
7 a.m. – 8 a.m.	<b><u>Concurrent Sessions</u></b>
ORPRN Track*	<b>Breakfast Roundtables on Upcoming Research Projects and Opportunities</b>
CONFERENCE Track	<b>Breakfast and Round Tables</b>

*An opportunity to discuss topics from the conference sessions. Eat breakfast with available speakers who will discuss and answer questions about their areas of expertise.*

8 a.m. – 9:30 a.m.	<b><u>Concurrent Sessions</u></b>
ORPRN Track*	<b>“Practice Enhancement: How Do We Turn Priorities into Fundable Research?”</b> Moderator: Paul McGinnis, M.P.A.
CONFERENCE Track	<b>“Graduating Rural Physicians: A Matter of Choice”</b> Robert Bowman, M.D.

*The U.S. has distributed physicians but chooses not to do so currently. States should do all they can to recruit and retain these precious and irreplaceable resources. State leaders should also emphasize state education efforts and admissions of the students who will choose primary care and rural locations.*

9:30 a.m. – 10 a.m.	Refreshment Break — View Exhibits
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10 a.m. – 11:30 a.m.	<b><u>Concurrent Sessions</u></b>
ORPRN Track*	<b>“Rural Research and Practice Enhancement Priorities – Setting Direction for ORPRN”.</b> Facilitator: Cynthia Morris, Ph.D., M.P.H. Panel discussion with members of the ORPRN Steering Committee
CONFERENCE Track	<b>”The Urban — Rural Divide”</b> Senators Ted Ferrioli and Kate Brown (invited)

*Do rural and urban Oregon have two different agendas? Can we find common ground? Two legislative leaders address the issue.*

Noon – 1:30 p.m.	Luncheon Banquet <b>“The Rural Landscape”</b> Bill Sexton
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*Current and projected initiatives to improve healthcare in rural communities will be discussed as well as the legislative agenda being taken to Congress by the National Rural Health Association. Of particular emphasis will be rural initiatives affecting Oregon healthcare providers and communities.*

1:30 p.m. – 2:00 p.m.	<b>Wrap-up and Prizes</b>
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*\*Accreditation: Oregon Health & Science University School of Medicine is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. Credit American Medical Association: OHSU School of Medicine Division of CME designated this educational activity (ORPRN track only) for a maximum of 11.5 Category 1 credits toward the AMA Physician’s Recognition Award. Each physician should claim only those credits that he/she actually spent in the activity. Credits have also been granted from the Oregon Board of Nursing Home Administrators and the Oregon Board of Pharmacy.*

# 22<sup>nd</sup> Annual Oregon Rural Health Conference

## Speakers

**Azumano, James**

director  
Office of Rural Policy  
Office of the Governor

**Bechtol, Zachary, M.D.**

family medicine physician  
Oklahoma City, OK

**Bell, Jo**

director, legislative support services  
OAHHS

**Bell, Mike**

Michael R. Bell & Company, CPAs

**Bowden, Jeanne, Ph.D.,  
R.N., F.A.A.N.**

vice chair, ORPRN Steering Committee  
associate dean, OHSU School of Nursing  
at EOU

**Bowman, Robert, M.D.**

director, UNMC Dept. of Family  
Medicine Rural Health Education and  
Research

**Breitbarth, Rob**

outreach coordinator  
Angel Flight Oregon

**Brown, Senator Kate (invited)**

Oregon District 21

**Buckley, David, M.D.**

research associate ORPRN  
assistant professor, OHSU Family  
Medicine

**Calvert, James, M.D.**

member ORPRN Steering Committee  
faculty, OHSU Cascades East FP  
Residency, & Merle West Center for  
Medical Research

**Casperson, Kerry, Ph.D.**

administrator  
Blackfoot & Shelley Med Cntrs.

**Dreyer, Linda, M.P.H.,  
M.S.W.**

quality improvement specialist  
OMPRO

**Duehmig, Robert**

associate director  
OHSU Government Relations

**Dunbrasky, Sandra, M.D.**

member, ORPRN Steering Committee  
pediatrician  
Treasure Valley Pediatric Clinic, Ontario

**Ekblad, Scott**

deputy director, Center for Rural Health  
director, OHSU Office of Rural Health

**Fagnan, Lyle J., M.D.**

network director, ORPRN  
associate professor  
OHSU Family Medicine

**Ferrioli, Senator Ted (invited)**

Oregon District 30

**Graham, Scott, D.O.**

member ORPRN Steering Committee  
family medicine physician, Lakeview

**Hardy, Alma**

health insurance specialist  
Cntrs. for Medicare & Medicare Region X

**Hill, Terry, M.P.A.**

executive director  
Rural Health Resource Center

**Hough, George, Jr., Ph.D.**

research associate professor  
PSU Population Research Center

**King, Valerie, M.D., M.P.H.**

research associate ORPRN  
assistant professor, OHSU Family  
Medicine

**Knapp, Karen Whitaker**

vice-provost, director  
OHSU Center for Rural Health

**Kohler, Peter, M.D.**

president  
Oregon Health & Science University

**Law, Robert, M.D.**

member, ORPRN Steering Committee  
president, OAFP  
Dunes Family Medicine, Reedsport

**Leahy, Mike**

ceo  
Oregon Community Health Information  
Net

**Logan, Judy, M.D., M.P.H.**

research associate ORPRN  
associate professor, OHSU Med.  
Informatics and Clinical Epidemiology

**McGinnis, Paul, M.P.A.**

director, Community Health and Practice  
Development, ORPRN

**Mold, James W., M.D.,  
M.P.H.**

director, OKPRN  
Department of Family and Preventive  
Medicine, Univ. of Oklahoma Health  
Sciences Center

**Morris, Cynthia, Ph.D.,  
M.P.H.**

interim director of research, ORPRN  
professor, OHSU Med. Informatics and  
Clinical Epidemiology Medicine,  
Public Health and Preventive Medicine

**Ordelheide, Karl, M.D.**

member ORPRN Steering Committee  
Lincoln City Med. Cntr, Lincoln City

**Saddler, Laura Chisholm,  
M.P.H., C.H.E.S.**

health systems & self-management  
coordinator  
Oregon Diabetes and Heart Disease  
Prevention Programs

**Schott, Jon, M.D.**

member, ORPRN Steering Committee  
Eastern Oregon Med. Assoc., Baker City

**Sexton, Bill**

chief executive, N. Coast Service Area  
Providence Health System

**Shipman, Scott, M.D.,  
M.P.H.**

research associate, ORPRN  
assistant professor, OHSU Depts. of  
Pediatrics & Public Health and Prevention

**Soenen, Troy**

director of field services  
OHSU Office of Rural Health

**Thomas, Michelle, M.D.**

member ORPRN Steering Committee  
Klamath Open Door Clinic, Klamath Falls

**Thompson, Albert, M.D.**

chair, ORPRN Steering Committee  
family medicine physician, Pacific City

**Wall, Eric, M.D., M.P.H.**

associate professor, OHSU Family  
Medicine & Public Health and Preventive  
Medicine, medical director, PREMERA

**Warnock, Phil**

transportation brokerage manager  
Cascades West Ride Line

**Young, Joel**

manager, health systems planning  
Department of Human Services