

29<sup>TH</sup> ANNUAL  
OREGON RURAL HEALTH CONFERENCE  
OCTOBER 24-26, 2012  
SALISHAN SPA AND GOLF RESORT, GLENEDEN BEACH, OR

# REGISTRATION PACKET

FORGING LINKAGES: HEALTHIER COMMUNITIES  
START WITH YOU!



PRESENTED BY  
OREGON OFFICE OF RURAL HEALTH  
OREGON RURAL HEALTH ASSOCIATION  
OREGON RURAL PRACTICE-BASED RESEARCH NETWORK  
OREGON AREA HEALTH EDUCATION CENTER

## The 29<sup>th</sup> Annual Oregon Rural Health Conference, “Forging Linkages: Healthier Communities Start With You!”, offers

opportunities to learn about the very latest collaborative community models that you can utilize now to help your clinics, hospitals, and communities prosper. You’ll also hear about and exchange ideas for navigating the most recent state and federal legislation. Conference sessions include state and national health care reform and implications, a successful health alliance built through collaboration, community health development and research, telemedicine opportunities, patient centered primary care homes and much more! Synopses detailing conference sessions and speakers are on the pages following the conference schedule.

### Objectives

- Provide an opportunity to exchange ideas, information, and expertise among individuals and organizations engaged in or concerned with rural health care issues.
- Equip participants with the tools to decide the best course of action for their community.
- Provide information on changes affecting the provision of health care from community, state and national perspectives.
- Disseminate information and strategies on rural health policy, research, management and practice issues.

### Who Should Attend?

Rural health advocates including health care providers, community leaders, clinic and hospital administrators, board members, policy makers, public health professionals, and healthcare students. This is a *great* networking opportunity. If you are involved in rural health care, this conference is for you!

## HIGHLIGHTS

### Inspiring Plenary Sessions

Become informed about responses to federal and state health care reform, the impact on your community and actions you can and should take. Learn how to integrate Instant Recess into your community’s workplaces. Check out our esteemed keynote speaker at:  
<http://www.toniyancey.com/home.html>

### Welcome Reception

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! Also an excellent time to leisurely check out the exhibits without having to rush to the next session!

## Rural Oregon Hero of the Year

The award ceremony will be held during Thursday’s luncheon from 12 — 1 pm.

## 4<sup>th</sup> Annual Apple A Day Fundraising Dinner and Auction

Don’t miss this exciting fourth annual event to raise funds for rural Oregon emergency medical responders. Proceeds are used to subsidize education expenses for rural volunteer EMTs. Auction items may be viewed at : [www.ohsu.edu/orh](http://www.ohsu.edu/orh). Would you like to donate an auction item? Contact Linda Peppler, [pepplerl@ohsu.edu](mailto:pepplerl@ohsu.edu).

### Fun Activities

The conference conveniently ends at 2:30 pm on Friday, so bring the family and plan to spend the weekend playing, shopping or sight-seeing on the beautiful Oregon coast. You’d be amazed at how much there is to do! Go to the Oregon Coast Chamber of Commerce website for fun, educational, and entertaining activity suggestions: <http://visittheoregoncoast.com/activities/chamber-of-commerce/>

## LODGING

Guest rooms are available at Salishan at the following group rates until **September 26, 2012**:

<u>ROOM TYPE</u>	<u>SINGLE OR DOUBLE</u>
Traditional	\$114
Deluxe	\$139
Premier	\$159

Rooms are viewable at: <http://www.salishan.com/stay/rooms/>

For reservations, call toll free 1-800-452-2300. Please request the group rate for the Oregon Rural Health Conference. **You must make reservations prior to September 26, 2012 to guarantee the group rate and to ensure room availability.**

## QUESTIONS

If you have questions, please e-mail Linda Peppler at [pepplerl@ohsu.edu](mailto:pepplerl@ohsu.edu), or call her at the Office of Rural Health, 503-494-4450. We look forward to hearing from you and hope you will join us.

# SCHEDULE

WEDNESDAY, OCTOBER 24, 2012

## PRE-CONFERENCE MEETINGS AND WORKSHOPS

8 a.m.	<b>REGISTRATION TABLE OPENS</b>	<b>TERRACE</b>
7:30 — 9:30 a.m.	OAHHS Small and Rural Hospital Meeting	<b>GALLERY</b>
10:00 — 5:00 p.m.	Rural Health Clinic Workshop	<b>CEDAR TREE</b>
9:30 — 11:30 a.m.	Flex Advisory Committee Meeting (Critical Access Hospital participants only)	<b>COUNCIL HOUSE</b>
11:30 a.m. — 12:30 p.m.	Combined Flex/ORHQN lunch	
12:30 p.m. — 5:00 p.m.	Oregon Rural Healthcare Quality Network (ORHQN) Meeting	
10:00 — 3:00 p.m.	Statewide Area Health Education Centers (AHEC) Advisory Board Meeting (invitation only)	<b>LINCOLN/PINE</b>

## CONFERENCE

12 noon — 3:00 p.m.	<b>EXHIBIT SETUP</b>	<b>TERRACE/LONGHOUSE A</b>
5:15 — 6:00 p.m.	Welcome — Bruce Carlson, MD Opening Remarks — OHSU and Oregon Communities: Forging and Sustaining Linkages for Better Health — Joe Robertson, MD, MBA	<b>LONGHOUSE B/C</b>
6:00 — 7:30 p.m.	<b>CONFERENCE RECEPTION/VIEW EXHIBITS</b>	<b>TERRACE/LONGHOUSE A</b>
7:30 — 9:00 p.m.	Oregon Rural Health Association (ORHA) Board Meeting (invitation only)	<b>GALLERY</b>

THURSDAY, OCTOBER 25, 2012

7:00 a.m.	<b>REGISTRATION TABLE OPENS</b>	<b>TERRACE</b>
7:30 — 8:30 a.m.	Breakfast With the Oregon Rural Health Association	<b>LONGHOUSE B/C</b>
8:30 — 8:45 a.m.	Announcements, Scott Ekblad, Director, Oregon Office of Rural Health	
8:45 — 10:00 a.m.	Keynote: Instant Recess—Integrating Physical Activity Into Every Workday and Workplace! Toni Yancy, MD, MPH	
10:00 — 10:30 a.m.	<b>REFRESHMENT BREAK &amp; VIEW EXHIBITS</b>	<b>TERRACE/LONGHOUSE A</b>
10:30 — 11:30 a.m.	A System's Response to Health Reform in Oregon. Jana Kay Slater, PhD, Marty Cahill, Ryan Combs, MS, CCEMT-P, CHT, Kelley Kaiser, MPH, JoAnn Miller, Frank Moore	<b>LONGHOUSE B/C</b>
12:00noon — 1:15 p.m.	Lunch and Hero of the Year Award Presentation & Video	<b>TERRACE/LONGHOUSE A</b>
1:15 — 1:45 p.m.	<b>BREAK &amp; VIEW EXHIBITS</b>	

## THURSDAY, OCTOBER 25, 2012 (CONT.)

1:45 — 2:45 p.m.	<b>COUNCIL A</b>	<b>COUNCIL B</b>	<b>COUNCIL C</b>
	Linking Primary Care With Public Health & Community Resources: Studies to Build the Medical Neighborhood  Paul McGinnis, MPA, Melinda Davis, PhD	Telemedicine in the Age of Outcome-Based Healthcare  Doug Romer, RN Michael May, MD	Community Benefit Needs Assessments: Lessons Learned  Mark Thomas, MDiv Robin Henderson, PsyD, Ellen Larsen, RN
2:45 — 3:30 p.m.	<b>REFRESHMENT BREAK/VIEW EXHIBITS (LAST CHANCE!)</b>		<b>TERRACE/ LONGHOUSE A</b>
3:30 — 3:40 p.m.	<b>RECESS WITH DR. YANCEY</b>		<b>LONGHOUSE B/C</b>
3:40 — 4:00 p.m.	The CCO Experience to Date: Challenges & Opportunities Looking Forward — Tina Edlund		<b>COUNCIL HOUSE</b>
4:00 — 5:00 p.m.	Shared Transformation: The Community and Their CCO — Laura Brennan, Sandy Ryman, Dayna Steringer		
5:00 — 5:30 p.m.	<b>BREAK</b>		
5:30 — 7:00 p.m.	Apple A Day Campaign Silent Auction & Cocktail Hour		<b>TERRACE/ LONGHOUSE A</b>
7:00 — 10:30 p.m.	Apple A Day Campaign Live Auction, Dinner and Party!		<b>LONGHOUSE B/C</b>

## FRIDAY, OCTOBER 26, 2012

7:30 a.m.	<b>REGISTRATION TABLE OPENS</b>		<b>TERRACE</b>
8:00 — 9:15 a.m.	Networking Breakfast		<b>LONGHOUSE</b>
9:15 — 10:15 a.m.	<b>COUNCIL A</b>	<b>COUNCIL B</b>	<b>COUNCIL C</b>
	Sustainable Foods in the Healthcare Environment  Eecole Copen, MS, RD, LD, Emma Sirois	Healthcare Partnerships with USDA Rural Development  Sam Goldstein	Medical Home—Successful Strategies and Lessons Learned  Rick Wopat, MD
10:15 — 10:30 a.m.	<b>BREAK</b>		
10:30 — 11:30 a.m.	<b>COUNCIL A</b>	<b>COUNCIL B</b>	<b>COUNCIL C</b>
	The Rapidly Changing Landscape of Rural Primary Care in Oregon  Lyle Fagnan, MD	Creating Impact in the Era of Health Reform—Teen Volunteer Program Increases Workforce Sustainability  Chris Guastaferrero, Rose Zoellner, Sean Bowden, Madison Gladding, Cheyanne Woodrow	Hotspotting for the Triple Aim: Better Health, Better Care, Better Cost  Richard Yecny, Robin Henderson, PsyD
12 noon — 1:00 p.m.	<b>LUNCH &amp; STUDENT PRESENTATIONS</b> Ross Anderson, Brian Garvey		<b>LONGHOUSE</b>
1:00 — 2:15 p.m.	Linkages From a Hospital's Perspective— Andy Davidson		
2:15 — 2:30 p.m.	<b>WRAP-UP AND PRIZES</b>		
2:30 p.m.	<b>ADJOURN</b>		

# SESSION DESCRIPTIONS

**WEDNESDAY, OCTOBER 24, 2012**

- 7:30 a.m.— 9:30 a.m.      **OAHHS SMALL AND RURAL HOSPITAL MEETING**
- 10 a.m.— 3 p.m.          **STATEWIDE AREA HEALTH EDUCATION CENTERS (AHEC) ADVISORY BOARD**  
(Open to AHEC board members and staff by invitation only)
- 10 a.m.— 5 p.m.          **RURAL HEALTH CLINIC WORKSHOP**
- 9:30 a.m.— 11:30 a.m.    **FLEX ADVISORY COMMITTEE MEETING**  
(Open to Critical Access Hospital participants only including their Board members)
- 11:30 a.m.— 12:30 p.m.   **FLEX/ORHQN LUNCH**
- 12:30 p.m.— 5 p.m.      **OREGON RURAL HEALTHCARE QUALITY NETWORK (ORHQN) MEETING**

TeamSTEPS: Maintaining the Momentum, Hands-On Application of the Just Culture Algorithm, and Engaging Physicians. Guest speaker Paul LeSage of Outcome Engenuity.

## CONFERENCE OPENS

- 5:15 — 5:30 p.m.      **WELCOME**  
Bruce Carlson, MD

[CLICK HERE TO READ MORE ABOUT THIS YEAR'S SPEAKERS](#)



Dr. Bruce Carlson grew up with rural and medicine in his blood. His hometown is Coos Bay, Oregon where his introduction to medicine was as a stock boy in his father's drugstore. He learned a lot about the price of medications since one of his duties was to check in and price code medications received from suppliers. When he was in Jr. High he lived with his mother who was the company nurse in a mill town with a population of 500 along the Columbia River. After obtaining a degree in pharmacy at Oregon State and completing his pharmacy internship in Bend, he worked in Madras until he entered the US Army as a medical support officer. Following his service in the US Army, where he worked in the post Preventive Medicine Office (The Military's name for public health) he attended medical school in Wisconsin and returned to Oregon for a rotating internship and residency training in internal Medicine at OHSU. He left training at OHSU to enter practice in John Day, Oregon where he practiced the full gamut of family medicine, including delivering babies, setting broken bones, doing surgery, and caring for patients in the local nursing home. He left John Day to practice emergency medicine in rural hospitals and has directed the emergency rooms in Hermiston and The Dalles. While working in the emergency room he established rural clinics in Condon and Maupin, Oregon. In 1981 he hired two physician assistants to work in the clinic in Condon which was one of the first rural independent sites in Oregon for physician assistants. These two physician assistants provided 24/7 coverage for the community of Condon for the next 28 years. Eleven and a half years ago he assumed the operation of a clinic in Christmas Valley and obtained rural clinic certification. He employs a nurse practitioner and physician assistant at that clinic which provides 24/7 coverage to the area. He has practiced in the Hermiston area for the past 24 years and has a clinic that does Family Medicine and Urgent Care. Dr. Carlson has received numerous awards including the first Oregon Rural Primary Care Provider of the Year and the 2001 National Rural Health Association Rural Primary Care Provider of the Year. Dr Carlson also serves on a number of boards including the Oregon Rural Health Association and the Oregon Rural Health Coordinating Council. Dr. Carlson is very proud of the fact that he has attended every single one of the annual Oregon Rural Health Conferences since its inception.

- 5:30 — 6:00 p.m.      **OPENING REMARKS**  
**OHSU AND OREGON COMMUNITIES: FORGING AND SUSTAINING LINKAGES FOR BETTER HEALTH**  
Joe Robertson, MD, MBA

Survey of current OHSU programs/partnerships that serve communities in rural Oregon, issues presented by federal and state health reform, and a vision for creating new and sustainable linkages in the future.

- 6:00 — 7:30 p.m.      **CONFERENCE RECEPTION — VIEW EXHIBITS**
- 7:30 — 9:00 p.m.      **OREGON RURAL HEALTH ASSOCIATION (ORHA) BOARD MEETING**

## THURSDAY, OCTOBER 25, 2012

7:30 — 8:30 a.m. **BREAKFAST WITH THE OREGON RURAL HEALTH ASSOCIATION**

Come and hear what YOUR Rural Health Association is doing for you! Come hear the impact of state and federal legislation on rural health—the good, the bad and the ugly. This is a great opportunity to learn about what the ORHA will be doing to prepare for the 2013 Oregon Legislative session. The ORHA is YOUR organization. This annual meeting gives you the opportunity to meet and elect its leadership. Don't miss it!

8:30 — 8:45 a.m. **INTRODUCTIONS AND ANNOUNCEMENTS**  
Scott Ekblad, Director, Oregon Office of Rural Health

8:45 — 10:00 a.m. **KEYNOTE: INSTANT RECESS—INTEGRATING PHYSICAL ACTIVITY INTO EVERY WORKDAY AND WORKPLACE!**  
Toni Yancey, MD, MPH

Toni (Antronette) Yancey finds that despite our best intentions and repeated resolutions to exercise, physical activity in all levels of society continues to plummet. Drawing on solid scientific research and personal experience, Yancey calls for a radically different approach: one that respects diversity and grounded in the cultures of those most at risk. Rather than encouraging unhealthy habits like cigarette breaks or high fat snacks, Instant Recess proposes regular 10 minute exercise breaks that are easily incorporated into school, work, and community life.

10:30—11:30 a.m. **A SYSTEM'S RESPONSE TO HEALTH REFORM IN OREGON**  
Jana Kay Slater, PhD, Marty Cahill, Ryan Combs, MS, CCEMT-P, CHT, Kelley Kaiser, MPH, JoAnn Miller, Frank Moore

Samaritan Health Services is an integrated health delivery and management system serving both urban and rural counties in the mid-Willamette Valley. The system works with other health organizations to form linkages. Panel members will discuss Coordinated Care Organization formation with the perspective of community health, hospitals, public health, primary care and management coordination.

12:00noon — 1:15 p.m. **LUNCH, HERO OF THE YEAR AWARD AND VIDEO**

1:45 — 2:45 p.m. **CONCURRENT SESSIONS**

### **LINKING PRIMARY CARE WITH PUBLIC HEALTH & COMMUNITY RESOURCES: STUDIES TO BUILD THE MEDICAL NEIGHBORHOOD**

Paul McGinnis, MPA, Melinda Davis, PhD

Clinic Community linkages hold promise to build more healthy communities and happier primary care practices. Learn the concept of these linkages, their relationship to patient centered primary care homes and Coordinated Care Organizations through various studies.

### **TELEMEDICINE IN THE AGE OF OUTCOME-BASED HEALTHCARE**

Doug Romer, RN, Michael May, MD

Outcome based health care is driving changes the way the public and private sector is paying for healthcare. Learn how telehealth is playing a role in improving outcomes and increasing access.

### **COMMUNITY BENEFIT NEEDS ASSESSMENTS AND COLLABORATIVE COMMUNITY BENEFIT PLANNING: SUCCESS STORIES AND LESSONS LEARNED**

Mark Thomas, MDiv, Robin Henderson, PsyD, Ellen Larsen, RN

The presentation will describe the innovative and collaborative Community Health Needs Assessment (CHNA) process used at Providence Hood River Memorial Hospital and the community benefit planning it informed, engaging a group of community experts to provide direction and accountability for those dollars. We'll also explore the future of CHNHA's in the CCO environment and opportunities for greater collaboration. Participants will gain clarity around the requirements for CHNHA's, examples of a successful model in a rural setting and challenges to anticipate as we develop strategic alignment between community benefit commitments and identified population health needs.

3:30 — 3:40 p.m. **INSTANT RECESS WITH DR. YANCEY!**

## THURSDAY, OCTOBER 25, 2012 (CON'T)

3:40 — 4:00pm

### THE CCO EXPERIENCE TO DATE: CHALLENGES & OPPORTUNITIES LOOKING FORWARD

Tina Edlund

The presentation will focus on CCO goals, where we are with implementation, what OHA is hearing from the field, and what we think the challenges and opportunities are looking forward.

4:00 — 5:00pm

### SHARED TRANSFORMATION: THE COMMUNITY AND THEIR CCO

Laura Brennan, Sandy Ryman, Dayna Steringer

Coordinated Care Organizations will provide new and improved ways of delivering care for members on the Oregon Health Plan. By working with communities, CCOs will bring new models of care that are patient-centered and team-focused, and designed to meaningfully engage patients, improve their health, and contain costs. CCOs will be locally governed by a partnership among local health care providers and community members. Furthermore, local Community Advisory Councils, that include members and providers, will ensure that the needs of people on the Oregon Health Plan are met.

**REMEMBER TO REGISTER FOR THE FABULOUS  
APPLE A DAY CAMPAIGN DINNER AND AUCTION!**  
**(conference & dinner registration are on the same site)**

5:30 — 10:30 p.m.

### 4TH ANNUAL APPLE A DAY CAMPAIGN FUNDRAISING DINNER AND AUCTION:

A BENEFIT FOR RURAL VOLUNTEER EMERGENCY MEDICAL RESPONDERS



Many of us assume that if we have a medical emergency while we're out exploring Oregon's beauty, help is just a 9-1-1 call away. That is true, but what you may not realize is that **IN MANY RURAL PARTS OF THE STATE THE PEOPLE WHO RESPOND TO THAT 9-1-1 CALL ARE VOLUNTEERS.** Without these volunteers the response to a 9-1-1 call could be hours away.

During the first three years of the **APPLE A DAY** campaign, \$36,094 was distributed to 112 rural Oregon EMS volunteers for their continuing education! In addition, a one-time contribution in 2011 from Northeast Oregon Area Health Education Center allowed us to give \$90,000 in grants to rural EMS agencies to conduct local trainings for their staff. Not only are local trainings cheaper, more EMTs can participate because they don't have to travel across the state to attend. Those funds have been exhausted and we need to raise more so that rural Oregon EMS agencies can train their staff in their own communities.

The annual **APPLE A DAY** campaign is kicked off each fall with a dinner and auction. This year's campaign kick-off event will be held Thursday, October 25<sup>th</sup>, 2012 at Salishan Spa and Golf Resort in Gleneden Beach in conjunction with the Annual Oregon Rural Health Conference.

Please help us grow this very important program by attending the dinner and auction. It's a bargain at \$60 — great company, great food, and [exciting auction items](#). This year, we'll be dancing to the lively music of Funktastik, one of Portland's hottest dance bands presenting an exciting show that features the best of classic Motown and Soul hits! Listen to a preview on their website at: <http://www.funktastikband.com/listen.html>.

## FRIDAY, OCTOBER 26, 2012

8:00 — 9:15 a.m.

### NETWORKING BREAKFAST

9:15 — 10:15a.m.

### CONCURRENT SESSIONS

#### SUSTAINABLE FOODS IN THE HEALTHCARE ENVIRONMENT

Eecole Copen, MS, RD, LD, Emma Sirois

Health Care institutions by virtue of their purchasing power, health expertise and authority are becoming strong allies in the development of healthy and sustainable food environments and systems. Hospitals around Oregon are changing their practices to support local and sustainable agricultural producers and to provide the healthiest foods and food environments for their patients, staff and visitors. In this session we will explore the connections between sustainable food and the health of people and the environment and discuss strategies for developing and implementing "Healthy Food in Health Care" initiatives.

## FRIDAY, OCTOBER 26, 2012 (CON'T)

9:15 — 10:15am

### CONCURRENT SESSIONS (CON'T)

#### HEALTHCARE PARTNERSHIPS WITH USDA RURAL DEVELOPMENT

Sam Goldstein

The USDA Rural Development Program can be a partner in your community's healthcare future. Learn about programs that help support your HIT, telemedicine and infrastructure needs and hear from communities that have benefited.

#### MEDICAL HOME — SUCCESSFUL STRATEGIES AND LESSONS LEARNED

Rick Wopat, MD

Dr. Wopat will provide a review of his experiences, challenges and opportunities in creating a medical home model.

10:30 — 11:30 a.m.

### CONCURRENT SESSIONS

#### THE RAPIDLY CHANGING LANDSCAPE OF RURAL PRIMARY CARE IN OREGON

Lyle Fagnan, MD

Trends in rural practice workforce, ownership, patient demographics, use of health information technology, and scope of clinical services.

#### CREATING IMPACT IN THE ERA OF HEALTH REFORM—TEEN VOLUNTEER PROGRAM INCREASES WORKFORCE SUSTAINABILITY

Chris Guastaferrero, Rose Zoellner

Area Health Education Center of Southwest Oregon has teamed up with several health systems to coordinate a model to meet the urgent rural need for a robust healthcare workforce. Through a framework called the Sustainable Community Model, a community is able to begin the process of filling a pipeline of a healthcare workforce at the youth level. This session will go over how:

- Community-shared programs will help a community “Grow Their Own” healthcare workforce and cultivate a future healthcare workforce
- Sustainable programs can be implemented through partnerships and promote healthcare career pathways and health literacy
- A centralized program can catalyze numerous outcome-based programs

#### HOTSPOTTING FOR THE TRIPLE AIM: BETTER HEALTH, BETTER CARE, BETTER COST

Richard Yecny, Robin Henderson, PsyD

Presentation will include how we track frequent fliers to our ER, assign them to Chronic Care RNs and a medical home team, application of our Chronic Care program and data tracking of subsequent quality and reduction in visits to the ER. I may also include information on our charity care program and integration with hot spotting as well as expanding access to primary care by opening same day clinic, walk in clinic and Saturday clinic access.

12 noon — 1 p.m.

#### LUNCH AND OHSU MEDICAL STUDENT PRESENTATIONS

Ross Anderson, Brian Garvey

1:00 — 2:15 p.m.

#### LINKAGES FROM A HOSPITAL'S PERSPECTIVE

Andy Davidson

How are Oregon's community hospitals addressing the changing landscape of healthcare reform and continued budget pressures from public and private payers?

2:15 — 2:30 p.m.

#### WRAP-UP AND PRIZES

[CLICK HERE TO REGISTER](#)