

# 2013 ANNUAL OREGON RURAL HEALTH CONFERENCE

## SPEAKER LISTING

### **AUGHNEY, ELIZABETH, DDS**

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### **CARLSON, JIM**

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### **CASTAÑARES, TINA, MD**

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Dr. Tina Castañares practiced rural family medicine for 30 years, was a rural county health officer for 12 years, and served as a hospice and palliative care specialist for 10 years. She has lived and worked in the mid-Columbia Gorge since 1984, principally with Latinos, immigrants, farmworkers, and other underserved groups. Tina has also been active throughout her career in public health and healthcare policy, is a strong advocate for community health workers, and volunteers for numerous boards and working groups. She remains actively involved in bioethics, cultural competency, environmental and social justice work.

### **CASTRO, MARIA**

Rural/Migrant Health Coordinator  
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Maria Elena Castro is the Rural and Migrant Health Coordinator for the State of Oregon. She has 15 years of professional experience working in health care, communication and education in the not for profit sector. Immediately prior to joining the Oregon health Authority's Office of Equity and Inclusion as a Rural and Migrant Health Coordinator, Maria was an Education Consultant with OCHIN, part of a team responsible for developing and delivering training to clinicians and clinic staff on information technology. Prior to that, she was the Community Outreach Manager for Providence Gorge Service Area for eight years.

## **DODSON, LISA, MD**

Director

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Lisa Grill Dodson, MD is Director of the Oregon Area Health Education Center and Associate Professor of Family Medicine at Oregon Health & Science University. She is a practicing rural physician and developed the Oregon Rural Locum Tenens program. She is the Clerkship Director for the Rural and Community Health Clerkship, and the Oregon Rural Scholars program. Dr. Dodson advocates for medical education that prepares students for generalist careers and care to rural and other underserved populations.

## **FERGUSON, JAMES, MPH, PA-C**

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Jim Ferguson is an assistant professor at Pacific University School of Physician Assistant (PA) Studies in Hillsboro, OR where he has been on faculty for over 5 years. Jim grew up in rural Annapolis Valley, Nova Scotia, Canada and trained and worked as a nurse in Canada's remote Northwest Territories for several years in the late 1970s. After attending University of New Hampshire in the early-mid 1980s where he studied nutritional science, Jim graduated from Wake Forest University School of Medicine Physician Assistant Program in 1990. He has worked as a primary care and emergency medicine PA in rural areas of NW Alaska and Michigan most of his career including a stint as a commissioned officer in the USPHS. He has also served medical missions in remote regions of the Republic of Guyana in South America. He has a Master's Degree in public health from University of Massachusetts-Amherst. Jim is the primary author of a recent \$1 million HRSA grant awarded to Pacific University School of PA Studies to develop a rural health care track to train PAs in primary care with emphasis on rural health core competencies for placement, upon graduation, in primary care jobs in rural & medically underserved areas of Oregon.

## **FISHER, SUZANNE, RN**

Program Manager

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A nurse for 27 years, Susie has led in the development of the Providence Telestroke Network, a 19-hospital telemedicine service for acute stroke care throughout Oregon and Washington. With a drive to bring best care to others wherever they live through telemedicine and education, and a joy of working with others who have the same vision, Susie lends her leadership to assist in development of multiple telemedicine services for Providence Telemedicine Network. Previous and current regional committees include: NW Regional Stroke Network; Oregon Health Network advocacy committee; founding member & president of the Oregon Stroke Network; and Board of Directors of Telehealth Alliance of Oregon.

## **FORD, SHERRIE, MPH**

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Updated 9/12/13

## **HOFFER, JULIE**

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Julie holds a Masters in Teaching and has worked in education, communications and non-profit program coordination for the past 12 years.

## **ISGRIGG, JO, PHD**

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## **KAUFMAN, ARTHUR, MD**

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Dr. Kaufman is a board certified physician who, in addition to his duties as Vice Chancellor for Community Health Services at the University of New Mexico Health Sciences Center, is co-chairperson of the New Mexico Governor's Task Force on Victims of Sex Crimes and a member of the Pharmacy and Therapeutics Committee at the University of New Mexico Hospital. He serves as faculty advisor to the Medical Education and Community Orientation (MECO) Project and has been appointed to the PEW Health Professions Commission Advisory Panel on Medical Education. He has been the recipient of numerous awards including Best Teacher Award from family practice residents, the Khatali Award for Teaching Excellence from the medical school senior class, Family Physician of the Year from the AAFP, and the Primary Care Award for Education from Pew Charitable Trusts.

## **LADENDORFF, LISA, LCSW**

Executive Director  
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Ms. Ladendorff has served as the director of the Northeast Oregon Network (NEON) from its inception in 2004 to the present. Northeast Oregon Network is a tri-county frontier health collaborative with a mission to increase access to and quality of integrated health care by identifying system gaps, facilitating community developed solutions, and advocating for health policy change. In addition to serving as NEON director, she has trained, mentored and supervised public health leadership staff at the local public health department, and has her own private counseling business providing both therapy and organizational consulting and technical assistance to health oriented organizations. She served as a local public health administrator for four years and as a member of a team CEO model for three years. She has over fifteen years of behavioral health clinical leadership experience, and ten years of leadership experience with the Public Health team at the local public health department. She spent nineteen years of her career working in a self-directed team environment and has worked with both long-term organizational as well as short-term project teams. She has been the lead member of two software customization teams that provided public health and behavioral health content design. Ms. Ladendorff has seventeen years of Quality Assurance/Quality Improvement work in public health/mental health, as well as experience and training in program evaluation and data analysis. She has experience in community health assessment, health systems planning, and grant writing and management, having obtained and successfully managed almost \$3 million in grant funding over the last three years. She has worked with various regional and state collaboratives, and has provided organizational consulting and technical assistance to health oriented organizations.

## **LAUSTSEN, GARY, PHD, FNP-BC, FAANP**

Associate Professor and Family Nurse Practitioner  
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Dr. Laustsen is a tenured Associate Professor at Oregon Health & Science University and is the FNP and Rural Health Track Program Director at OHSU. He has 20 years of experience as a nurse educator and 15 years as a family nurse practitioner. Dr. Laustsen was the 2011 recipient of the American Academy of Nurse Practitioners Oregon State Award for Excellence. Dr. Laustsen has worked as an FNP in clinics for the underserved, Emergency Departments, rural primary care clinics, and university health centers. In 2013 Dr. Laustsen was selected for fellowship in the American Academy of Nurses and the American Academy of Nurse Practitioners. Dr. Laustsen pursues quality nurse education and currently specializes in rural aspects of advanced practice nursing education, practice, and research. He currently lives on a farm near La Grande, OR.

## **LAW, ROBBIE, MD**

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A native coastal Oregonian, Dr. Law attended OHSU for medical school and family medicine residency. He has been in rural private practice with Dunes Family Health Care in Reedsport for 22 years. Along with his practice partners, he teaches medical students and residents, and participates in practice-based research with

Updated 9/12/13

ORPRN. Dr. Law has served on the boards of SW Oregon AHEC, Oregon Academy of Family Physicians, ORPRN, and NW Health Foundation.

### **LIU, ROSALYN**

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Rosalyn has been at the SBHC State Program Office for over 7 years, leading a variety to systems development related projects including coordination of planning grants and alignment with Oregon's health care transformation effects. Prior to her position with the State Program, Rosalyn worked directly with Oregon youth in a residential treatment setting. Before moving to Portland 10 years ago, Rosalyn worked in Boston counseling and educating young adults and women on sexual health behaviors and assisting in a variety of research projects focused on adolescents and young adults.

### **LOVGREN, MARK, MBA**

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Pepper McColgan, CHW Lead Trainer and NEON Network Development Coordinator, comes to NEON after a career in Emergency Services as a Paramedic, Fire Fighter, EMS Coordinator and EMS educator. She has also been active as a community CPR and First Aid instructor, Basic and Winter Wilderness Survival instructor and a Search and Rescue Search Manager. Pepper has worked in the Emergency Departments of 3 hospitals, including time spent as an Interim Tech Supervisor at Rogue Valley Medical Center and providing a training program for the new position of Paramedic tech. As a young woman, Pepper began her human services work as a VISTA volunteer and community organizer in Oklahoma. After moving to the Rogue Valley Pepper worked with children in a variety of organizations including Boy Scouts, Jackson County CASA, and Jackson County Drug Endangered Children task force. Pepper has worked extensively with children and adults with developmental disabilities after being certified through the Oregon Department of Human Services, Mental Health and Developmental Disability Services Division. She is active, both on a state and national level, in the recognition and establishment of Community Health Workers as a valued part of any health care team. Pepper is certified as a CHW Master Trainer for the Women's Health Leadership Institute for Region X as well as being a trained facilitator for the Multnomah County Health Department Community Capacitation Center's Community Health Worker training curriculum. She is currently a Chronic Disease Self-Management Leader for community workshops as well as a Better Choices/Better Health online workshop facilitator, ASHI CPR, AED, Bloodborne Pathogens and First Aid instructor. Pepper has been active in the establishment of the Oregon Community Health Worker Association and is currently an ORCHWA Co-Chair. She also participates with the local Combined Community Advisory Council in Wallowa County.

## **MCGINNIS, PAUL, MPA**

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Samantha Shepherd develops outreach and enrollment assistance strategies at Cover Oregon. Prior to Cover Oregon, Samantha worked for the Oregon Health Authority's Healthy Kids program executing targeted outreach campaigns and addressing enrollment barriers affecting children and teens. Her previous work includes managing statewide electoral, legislative, and general advocacy campaigns and conducting policy analysis to develop strategic communications.

## **STOCK, RONALD, MD, MA**

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Dr. Stock is a geriatrician, family physician, clinical health services researcher, and currently the Director of Clinical Innovation at the Oregon Health Authority Transformation Center. In 2012 he was appointed The Foundation for Medical Excellence John Kitzhaber MD Fellow in Health Policy with special emphasis on a project to study the impact of medical home and coordinated care organization healthcare delivery transformation on physicians and medical practices in Oregon. Since the Fall of 2012 he has participated in providing technical assistance to the Oregon Comprehensive Primary Care Initiative assisting practices in primary care redesign for Medicare beneficiaries. A graduate of the University of Nebraska College Of Medicine, Dr. Stock completed his residency and faculty development fellowship in Family Medicine at the Medical University of South Carolina and University of North Carolina-Chapel Hill and has a Certificate of Added Qualifications in Geriatric Medicine. Before joining OHSU in 2012 as an Associate Professor of Family Medicine, he served as Executive Medical Director of Geriatrics and Care Coordination services, and Medical Director of Education & Research at PeaceHealth Oregon Region. With funding from the John A Hartford Foundation, RWJ Foundation, AHRQ, and PeaceHealth/Sacred Heart Medical Center he has

Updated 9/12/13

dedicated his professional career to improving the quality of healthcare for older adults, with a focus on redesigning the primary care delivery system in the community for vulnerable and frail elders through an interdisciplinary team model, and assessing methods to develop and measure team-based care in the clinical setting. He is currently a member of an AHRQ Technical Expert Panel on “Developing a Foundation & Framework for Team-Based Care Measures in Primary Care”, member of the Institute of Medicine Best Practices Innovation Collaborative on Team-Based Care, and an IOM Task Force exploring the role of “Patients on Teams”. He is also a member of the National Quality Forum Measurement Applications Partnership Clinicians Workgroup advising HHS on quality measures for public reporting and pay-for-performance.

## **TILLMAN, TRICIA, MPH**

Administrator

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Latricia Tillman assumed the role as Director for the Office of Equity and Inclusion in the Oregon Health Authority in May 2009. A native Oregonian, Ms. Tillman received her bachelor’s degree in political science from Catholic University of America in Washington, DC and her master’s degree in public health from Boston University. She earned a prestigious Martin Luther King Fellowship from Boston University as well as a public health fellowship through the Congressional Black Caucus Foundation. In 2010, Ms. Tillman was honored as a Woman of Achievement by the Oregon Commission for Women. Ms. Tillman’s goals throughout her career have been to promote a highly qualified, diverse workforce, to engage communities experiencing disparities in promoting health and well-being, and to reduce social inequities. She has worked in various capacities in maternal, child and community health over the last 19 years, coordinating efforts to improve the health of culturally diverse communities in Arizona, Massachusetts, and Oregon. To date, in her role as Director of the Office of Equity and Inclusion, Ms. Tillman has:

- assured health equity and culturally and linguistically appropriate service standards are a strong part of Oregon’s Health Systems Transformation
- overseen the implementation of the Oregon Health Care Interpreter Law
- advanced statewide conversations about assuring a culturally competent health care workforce
- advanced the integration of community health workers, doulas and other “non-traditional health workers” into Coordinated Care Organizations
- increased the Oregon Health Authority’s capacity to analyze data by race and ethnicity, including publishing the State of Equity report – the Oregon Health Authority’s first look at overall outcomes by race and ethnicity
- supported engagement and empowerment of communities of color, immigrants and refugees to promote health and well-being, and
- created opportunities for individuals representing Oregon’s diverse communities to serve in policy leadership roles.

Tricia enjoys watching her 13-year-old son play basketball and lacrosse, managed a PCC School Board campaign, is a participating board member for the Portland Parks Bureau and United Way, and occasionally finds time to hike, dance salsa, and ski.

## **TRANCHESE, CLAIRE, MPA:HA**

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Claire is the CHC Development & Training Coordinator at OPCA and has been working in primary care clinics and with community-based services around Oregon for over 10 years. She earned her masters degree in Public Administration in Health Administration from Portland State University in 2004. Claire has spent years working with many rural Oregon communities and primary care practices helping them to use community data to assess and improve local service delivery. In addition, she has provided practice management assessments of primary care clinics to assist them with quality improvement and strategic planning. At OPCA she has been working with CHCs around medical home implementation, staff engagement, special populations, CHC development and CHC board development. Claire is also the coordinator of the Outreach and Enrollment Worker (OEW) peer network and is working on preparing Oregon OEWs for the new Health Insurance environment in 2014.

## **VALLEY, JUSTIN**

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## **WIGGINS, NOELLE, EDD, MSPH**

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Noelle Wiggins, EdD, MSPH, is the Founder and Director of the Community Capacitation Center at the Multnomah County Health Department. Dr. Wiggins has 25 years' experience training, supporting, and conducting research about Community Health Workers (CHWs). From 1986 to 1990, Dr. Wiggins trained and supported CHWs in a rural, conflictive area of El Salvador. Between 1990 and 1995, Dr. Wiggins served as Director of La Familia Sana (The Healthy Family), a CHW program in Hood River, Oregon. Dr. Wiggins is a past president of the Oregon Public Health Association and served as the Assoc. Dir. of the National Community Health Advisor Study, the first national study of CHW policy and practice. She has presented at numerous state and national conferences and published in peer-reviewed journals on topics including CHWs, popular education, Latino/a mental health promotion, and participatory research. Dr. Wiggins holds a BA in History from Yale University, a Master of Science from the Harvard School of Public Health, and a Doctorate in Educational Leadership from Portland State University.