

# FLEX ADVISORY COMMITTEE

WEDNESDAY, OCTOBER 15TH, 2014

## AGENDA

- 9:30 a.m. **WELCOME | REVIEW OF 2013-2014 FLEX GRANT | UPDATES**  
Maeve Trick, Hospital Technical Assistance Specialist: Oregon Office of Rural Health
- 10:00 a.m. **OREGON RURAL HEALTHCARE QUALITY NETWORK (ORHQN) KEYNOTE SPEAKER**  
Benjamin Anderson, CEO of Kearny County Hospital: Lakin, Kansas
- 11:00 a.m. **THE LONG JOURNEY TO CULTURE CHANGE**  
Erik Thorsen, CEO: Columbia Memorial Hospital  
Michelle Rathman: President & CEO: Impact! Communications
- Columbia Memorial Hospital (CMH) is one of only two Planetree Designated Hospitals in Oregon. To achieve the designation, the facility underwent extensive renovations and implemented several initiatives to help create an exceptional patient experience. Following all of this work, the difficult, and often times painful work of changing the CMH culture was just about to begin. Learn how the hospital has been working to address negative team member behaviors, improve communication and transform the culture to make CMH a place where employees want to work, and community members wouldn't dream of passing by when in need of care.
- 12:30 p.m. **ORHQN SPONSORED NETWORKING LUNCH**
- 1:30 p.m. **THE FUTURE OF MEDICARE BENEFICIARY QUALITY IMPROVEMENT PROJECT (MBQIP) ASSISTANCE**  
Pam Norr, Director: Oregon Rural Healthcare Quality Network  
Maeve Trick, Hospital Technical Assistance Specialist: Oregon Office of Rural Health
- The Office of Rural Health and ORHQN are partnering to improve support to Critical Access Hospitals for their MBQIP reporting. Hear how ORH and ORHQN will be providing better training, technical assistance and useful resources. This is a good session for hospital Quality Officers to attend and for CEOs to hear how they can best support their Quality Officers and what new benchmarking tools will be in place to measure and improve performance.
- \* Limited funds are available from ORH to pay for registration and travel costs for Quality Officers/Managers wishing to attend the conference. Please contact Maeve McClellan Trick at [mcclelma@obsu.edu](mailto:mcclelma@obsu.edu) for information on these travel awards.*
- 2:00 p.m. **ORHQN ANNUAL MEETING/BOARD MEETING**  
Hear what ORHQN is working on to support rural health as well as some exciting new announcements.
- 3:30 p.m. **ADJOURN**

# FLEX SPEAKER BIOS

## **Benjamin Anderson, CEO: Kearny County Hospital in Lakin, Kansas**

Benjamin Anderson is currently CEO of Kearny County Hospital in Lakin Kansas, a 25-bed rural hospital connected to a retirement village, assisted living and home health, medical clinic and surgery center. He was previously CEO of Ashland Health Center also in Kansas, a 52-bed rural health facility. He has recently received recognition for his provider recruitment strategies in rural health and his efforts in provider quality. He is completing his Masters of Health Care Delivery Science from Dartmouth College, and has his MBA and BA from Drury University.

## **Pamela Norr, Executive Leader: Oregon Rural Healthcare Quality Network (ORHQN)**

Pamela Norr is a seasoned healthcare administrator and nonprofit leader. Pam currently serves as the Executive Leader of the State-wide Oregon Rural Healthcare Quality Network, supporting rural and Critical Access Hospitals. She previously served as the Chief Executive Officer of the Central Oregon Council on Aging, serving as the Aging and Disability Resource Connection for the Central region of Oregon. Prior to that, Pam served in a variety of senior leadership positions in the health care industry including rural areas in both California and Oregon. She has led strategic planning, cultural change, service line expansion and human resource / provider recruitment. She has 15 years of senior leadership experience and 25 years of overall experience. Pam is a graduate of the University of Oregon (GO DUCKS), lives in Bend with her family and enjoys writing and traveling.

## **Michelle Rathman, President and CEO: Impact! Communications, Inc.**

Michelle Rathman, founded Impact! Communications, Inc., in 1989. Impact! Communications, Inc. specializes in healthcare strategy and communications for Critical Access Hospitals (CAHs) and rural practices. Impact's work, across the U.S., includes: strengthening identity and brand, engaging community and strategic partners, identifying opportunities to decrease outmigration, improving culture, communications and customer service, and comprehensive leadership development. Michelle and her team's facilitated process helps hospitals and practices gain market share across the payer mix spectrum and community support when it's needed the most.

Michelle is a Certified Master PeopleMap Facilitator, holds certifications and is published in EQi (Emotional Intelligence), Organizational Leadership and Business Intelligence. She is a former radio talk show and freelance news producer and recently wrote and produced an educational documentary about CAHs and the role they play in the healthcare delivery system. Michelle is a four-time Pinnacle Award recipient for Excellence in Healthcare Communication and a contributor to the Health Resources and Services Administration (HRSA) CAH Replacement Process Roadmap. Based on her personal experience, she hopes to provide her audiences with new insight into the patient's personal experience and possibilities to make it even better.

## **Erik Thorsen, CEO: Columbia Memorial Hospital**

Erik Thorsen, MBA, CPA has been with Columbia Memorial Hospital for 12 years, serving as Chief Executive Officer since 2010. Prior to becoming CEO, Thorsen was the Chief Financial Officer and then the Chief Operating Officer. Erik has extensive experience in the healthcare industry, including 20 years in healthcare administration. He began his career as the Finance Director for a system of Federally Qualified Health Centers in Tacoma, WA. He moved into hospital administration in 1994 at Ocean Beach Hospital in Ilwaco, WA. Prior to joining Columbia Memorial Hospital, he was the Regional Director of Finance for PeaceHealth/St. John Medical Center in Longview, WA.

## **Maeve Trick, Hospital Technical Assistance Specialist: Oregon Office of Rural Health**

This summer Maeve Trick joined the Office of Rural Health as the Hospital Technical Assistance Specialist.

Prior to joining ORH, Maeve worked as part of the Flex Monitoring Team at the University of Minnesota Rural Health Research Center. Her work with the Flex Grant Program involved quality reporting and implementation of quality-focused research and policy. In addition to her experience in hospital quality, Maeve has worked as a clinic administrator and consultant for community health assessments and programs. She received an MPH in Health Administration and Policy from the University of Minnesota. Originally from an Eastern Oregon apple farming family, Maeve grew up in the Walla Walla Valley and is the third generation of her family to work with hospitals. She and her husband, an Oregon wild land fire fighter and EMT, are thrilled to return home with the opportunity to work with rural hospitals and communities.