

# RURAL HEALTH CLINIC WORKSHOP

WEDNESDAY, OCTOBER 15TH, 2014

## AGENDA

- 9:00 a.m.      **WELCOME AND INTRODUCTIONS**  
David Senft, Clinic Technical Assistance Specialist, Oregon Office of Rural Health
- 9:15 a.m.      **MARKETING YOUR STRENGTHS**  
Hilary Henderson, Loan Programs Specialist, Oregon Office of Rural Health  
Julie Hoffer, Workforce Specialist, Oregon Office of Rural Health
- Learn to assess the strengths of your community and facility and use existing resources to market your opportunities.
- 10:00 a.m.      **EFFICIENT PARTNERSHIP: RURAL HEALTH CLINICS AND OREGON MEDICAID**  
Linda Fanning, Analyst: Oregon Health Authority Division of Medical Assistance Programs
- Learn about Rural Health Clinic specific Medicaid requirements and items on the horizon.
- 10:30 a.m.      **RURAL HEALTH CLINIC BILLING AND NUTS & BOLTS**  
Katie Jo Raebel: Wipfli LLP Health Care Practice
- This session will review the basics of Rural Health Clinics from certification requirements to Medicare cost reporting, including reporting visits, FTEs, and claiming Medicare bad debt. Learn what services are RHC services vs. non-RHC services and how clinics are required to bill for these services.
- 11:30 a.m.      **SMALL PRACTICE SUSTAINABILITY – LESSONS LEARNED FROM OCHIN**  
Abby Sears, CEO, and Kim Klupenger, VP Business Development/Account Management: OCHIN
- OCHIN is a nonprofit organization that provides hosted and professional services, including Epic EMR, to over 415 clinics across 19 states. In addition, within Oregon, OCHIN is the Regional Extension Center and recipient of FCC Program awards to support broadband networks for healthcare providers. Many of the clinics and hospitals with whom OCHIN works are here in Oregon and at this conference. Through our connection with executive, financial, operational, clinical, and technical staff within each of these clinics and hospitals, we hear and understand the ever-complex set of pressures and requirements that the healthcare providers are asked to perform under daily.
- Within this landscape, how do we collectively address these issues and create a more sustainable future while elevating patient care and reducing cost? We invite attendees to have an open discussion whereby we share our mission of striving to drive down costs and expand service delivery to support the providers and healthcare organizations, while hearing from participants their specific needs and ideas on how to address them.
- 12:00 p.m.      **NETWORKING LUNCH**
- 1:00 p.m.      **EXPLORING THE ROOT CAUSES OF OUTMIGRATION**  
Michelle Rathman, President and CEO: Impact!Communications, Inc.
- Outmigration happens for a variety of reasons, some more obvious than others. You may be able to calculate the revenue piece, but do you know the cost to your hospital's reputation? When would-be patients living in your service area leave to receive their care elsewhere due to negative perceptions and experiences, it can mean the loss of a patient (and their family) for life. Every person working for or on behalf of your clinic represents an opportunity to create an exceptional patient experience — or the chance to fall short of expectations. Every provider and employee across all service lines, make daily

decisions about how they will interact and communicate with patients, family members of patients, the community and each other. During this session, you will explore several proven strategies to effectively address outmigration, improve culture, behavior and internal communications.

2:00 p.m.      **ROUNDTABLE: PAIN MANAGEMENT IN PRIMARY CARE PRACTICE**  
Facilitator: Dr. Laura Gratton, Medical Director: Mosaic Medical Prineville Clinic

3:00 p.m.      **ADJOURN**

# RHC WORKSHOP SPEAKER BIOS

## **Linda Fanning LCSW, ACSW, Operations & Policy Analyst: Oregon Health Authority Division of Medical Assistance Programs**

Linda Fanning is the Federally Qualified Health Center/Rural Health Clinic/Tribal Clinic Policy Analyst for the Division of Medical Assistance Programs (DMAP) with the Oregon Health Authority. Linda's graduate social work education was obtained at Eastern Washington University and focused on "Rural Generalist Practice". Linda's goals at DMAP include working with clinics to understand State and Federal policy, being helpful in resolving issues and assisting us all to meet the Triple Aim: 1) Better Health, 2) Better Care, 3) Lower Costs.

## **Laura Gratton DO, Medical Director: Mosaic Medical Prineville Clinic**

Dr. Laura Gratton joined Mosaic Medical in 2011 and is currently the Medical Director of the Prineville Clinic. She is board certified in Family Medicine and enjoys seeing a wide range of patients. She completed medical school at Des Moines University and her Family Medicine residency at Broadlawns Medical Center. She especially enjoys caring for children, pregnant women, and using her osteopathic training for maintaining wellness and alleviating patients' pain.

## **Hilary Henderson MPA, Loan Programs Specialist: Oregon Office of Rural Health**

Hilary Henderson administers two loan repayment programs managed by the Office of Rural Health; the Medicaid Primary Care Loan Repayment Program and the State Partnership Loan Repayment Program. She provides assistance to students, clinicians and practice sites to help them navigate loan repayment programs available in Oregon. Prior to her work with the Office of Rural Health, she worked at the Oregon Primary Care Office, conducting research on the long-term retention of primary care clinicians completing loan repayment service obligations in Oregon.

## **Julie Hoffer MAT, Workforce Specialist: Oregon Office of Rural Health**

Julie Hoffer supports rural and urban underserved clinics and hospitals in improving recruitment and retention practices. She is the Oregon member for 3RNet—a national network for posting job opportunities and connecting with candidates. She works with students and candidates in career planning and finding matches that meet their needs and interests personally and professionally.

## **Kim Klupenger, VP Business Development/Account Management: OCHIN**

Kim is a founding leader and Chief Operations Officer of Oregon Health Network (OHN), establishing the organization's core infrastructure and managing the original \$20.182 million dollar FCC Rural Health care Pilot Program. Through the OCHIN acquisition of OHN in 2013, Kim now serves as the VP of Business Development and Account Management with OCHIN. Her background includes a career in human resource management, as well as company launches, with an emphasis in operations and finance. She has also worked with Medicaid in establishing and promoting Medicaid billing systems, built and managed insurance claims systems, and worked with many medical organizations and providers in the areas of operations, recruitment, staffing, and finance. Kim earned her Bachelors of Science degree in Business from Oregon State University.

**Katie Jo Raebel CPA: Wipfli, LLP**

Katie Jo Raebel has over 15 years of experience in audit and accounting focused exclusively on health care industry clients. She specializes in assisting freestanding and provider-based clinics to navigate through the Rural Health Clinic (RHC) certification process and is an expert in the RHC arena. Katie Jo helps to calculate the RHC Medicaid rate, provides education regarding changes in billing because of certification, and consults on all areas specific to RHCs. In addition, she helps organizations determine the best certification options in order to experience the most beneficial gain from Medicare and Medicaid reimbursement. Katie Jo is a regular speaker at the Rural Health Clinic Association of Washington Conferences, has presented at the National Association of Rural Health Clinics Conference as well as various state offices of rural health conferences. She also is a featured speaker at the annual Spokane office-sponsored cost report and reimbursement seminar.

**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.

**Abby Sears, CEO: OCHIN**

As Chief Executive Officer, Abby is responsible for the overall strategy and executive leadership at OCHIN. Abby has been with OCHIN since its inception and has helped grow the organization into a national company focused on building a learning company. A prominent national speaker and HIT advisor with over 15 years of healthcare expertise, she is focused on building a premier information and technology network leveraging Health IT products, services, and the use of practice-based research to help community practices nationwide achieve federal and industry standards for healthcare delivery, quality, cost control. She holds a MBA with a focus on Finance, and a MHA, both from the University of Minnesota.

**David Senft PA-C, MPH, Clinic Technical Assistance Specialist: Oregon Office of Rural Health**

A Physician Assistant with 7 years of clinical experience, David joins our office as the Clinic Technical Assistance Specialist. David graduated from Touro University with a dual degree in clinical medicine and public health. He served mostly rural and underserved patient populations as a primary care and urgent care provider. Prior to medical training and practice, David spent several years in medical research and information technology positions. He has recently been focusing on health informatics, bringing together the two major emphases of his career history - healthcare and information technology. David will provide evidence-based technical assistance and support to rural clinics and communities. He will be responsible for new programming and services to meet changing constituent needs and will coordinate collaborative partnerships, advocacy and information sharing amongst rural clinic stakeholders.