31st Annual
Oregon Rural Health Conference
Making Healthcare Reform Work for Rural Oregonians

October 15 –17, 2014
Sunriver, Oregon
**SCHEDULE**  
31ST ANNUAL OREGON RURAL HEALTH CONFERENCE  
MAKING HEALTHCARE REFORM WORK FOR RURAL OREGONIANS

**WEDNESDAY, OCTOBER 15, 2014**

**PRE-CONFERENCE MEETINGS AND WORKSHOPS**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>Registration Table Opens</td>
<td>Foyer</td>
</tr>
<tr>
<td>7:30 – 9:30 a.m.</td>
<td>OAHHS Small and Rural Hospital Meeting</td>
<td>Fireside Gallery</td>
</tr>
<tr>
<td>9:30 – 12:30 p.m.</td>
<td>Flex Advisory Committee Meeting (Critical Access Hospital participants only)</td>
<td>Homestead II</td>
</tr>
<tr>
<td>12:30 p.m.—1:30 p.m.</td>
<td>Flex/ORHQN lunch</td>
<td>Homestead II</td>
</tr>
<tr>
<td>1:30 p.m.—3:30 p.m.</td>
<td>ORHQN</td>
<td>Homestead III</td>
</tr>
<tr>
<td>9:30 – 3:00 p.m.</td>
<td>Statewide Area Health Education Centers (AHEC) Advisory Board Meeting &amp; lunch (invitation only)</td>
<td>Homestead I</td>
</tr>
<tr>
<td>9:00 – 3:00 p.m.</td>
<td>Rural Health Clinic Workshop</td>
<td>Heritage/Landmark Galleries</td>
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**CONFERENCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12 noon – 3 p.m.</td>
<td>Exhibit setup</td>
<td>Heritage/Landmark Galleries</td>
</tr>
<tr>
<td>3:30 – 5:30 p.m.</td>
<td>Nutrition, Epigenetics and Population Health—Kent Thornburg, PhD</td>
<td>Great Hall</td>
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<tr>
<td>6:00 – 7:30 p.m.</td>
<td>Conference reception/View Exhibits</td>
<td>Heritage/Landmark Galleries</td>
</tr>
<tr>
<td>7:30 – 9:00 p.m.</td>
<td>Oregon Rural Health Association (ORHA) Board Meeting</td>
<td>Fireside</td>
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**THURSDAY, OCTOBER 16, 2014**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Registration Table Opens</td>
<td>Foyer</td>
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<tr>
<td>7:30 – 8:15 a.m.</td>
<td>Breakfast with the Oregon Rural Health Association</td>
<td>Great Hall</td>
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<tr>
<td>8:15 – 8:30 a.m.</td>
<td>Introductions and Announcements — Scott Ekblad</td>
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<tr>
<td>8:30—9:45 a.m.</td>
<td>Community Advisory Councils: Innovation From the Ground Up</td>
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<tr>
<td>9:45 — 10:15 a.m.</td>
<td>Refreshment Break &amp; View Exhibits</td>
<td>Heritage/Landmark Galleries</td>
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<tr>
<td>10:15 — 11:30 a.m.</td>
<td>Homestead III: Exploring the Role of NPs and PAs in Your Practice</td>
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<tr>
<td>10:15 — 11:30 a.m.</td>
<td>Homestead II: Tools for Integration Alternative Payment Models</td>
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<tr>
<td>10:15 — 11:30 a.m.</td>
<td>Homestead I: Data—Why it Matters</td>
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Jo Isgrigg, PhD  
Kim Montee, MD  
Bonnie Hayslett, PA  
Pat Widenoja, FNP  
Andy Van Pelt, Craig Hostetler, Sean Jessup  
Mylia Christensen
### Thursday, October 16, 2014 (cont.)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>12:00 noon—1:30 p.m.</td>
<td><strong>Lunch and HERO of the Year Award</strong></td>
<td><strong>Great Hall</strong></td>
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<tr>
<td>1:30 — 2:00 p.m.</td>
<td><strong>Break and View Exhibits</strong></td>
<td><strong>Galleries</strong></td>
</tr>
<tr>
<td>2:00 — 3:00 p.m.</td>
<td>The Lasting Impact of Medicaid Transformation: Changing the Way We Care for Our Communities — Jeanie Gentry, Megan Haase, FNP, Kevin Johnston, MD</td>
<td><strong>Great Hall</strong></td>
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<tr>
<td>3:00 — 3:30 p.m.</td>
<td><strong>Refreshment Break &amp; View Exhibits</strong></td>
<td><strong>Galleries</strong></td>
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<tr>
<td>3:30 — 5:00 p.m.</td>
<td><strong>Homestead III</strong></td>
<td><strong>Homestead II</strong></td>
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<tr>
<td>Shaune Mattsson, RN, MBA</td>
<td>Doug Kelly</td>
<td>Mike Shirtliff, DMD</td>
</tr>
<tr>
<td>5:30 — 7:00 p.m.</td>
<td>Apple A Day Campaign Fundraising Silent Auction &amp; Cocktail Hour</td>
<td><strong>Galleries</strong></td>
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<tr>
<td>7:00 — 10:00 p.m.</td>
<td>Apple A Day Campaign Fundraising Dinner</td>
<td><strong>Great Hall</strong></td>
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### Friday, October 17, 2014

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>7:30 a.m.</td>
<td><strong>Registration Table Opens</strong></td>
<td><strong>Fireside Foyer</strong></td>
</tr>
<tr>
<td>8:00 – 9:15 a.m.</td>
<td>Networking Breakfast and student presentations</td>
<td><strong>Great Hall</strong></td>
</tr>
<tr>
<td>9:15 – 10:15 a.m.</td>
<td><strong>Homestead III</strong></td>
<td><strong>Homestead II</strong></td>
</tr>
<tr>
<td>Shanie Mason, MPH, CHES</td>
<td>Karla Gerber, LCSW, Janet Perez, LCSW, Bob Brasted, MD</td>
<td>Keli Christman, Renee Grandi, MD</td>
</tr>
<tr>
<td>10:15 – 10:30 a.m.</td>
<td><strong>Break</strong></td>
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<tr>
<td>10:30 – 11:30 a.m.</td>
<td>OHSU’s Rural Campus: A Discussion About OHSU’s Investment in Rural Oregon. Jeanette Mladenovic, MD, MBA, MACP, Scott Ekblad</td>
<td><strong>Great Hall</strong></td>
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<tr>
<td>11:30 – noon</td>
<td><strong>Wrap-Up, Prizes &amp; Adjourn</strong></td>
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“Making Healthcare Reform Work for Rural Oregonians”

The focus of the 31st annual conference is on understanding what the needs of our community members are and how we can use that information to improve their health. Our opening session, “Nutrition, Epigenetics and Population Health” will set the stage by explaining the origins of chronic disease and how important it is to build strategies to address them. Additional sessions offer the opportunity to look at how we can use patient and community data to improve the health of our communities. You will hear how other rural Oregon sites have used data to improve their outcomes and how you can do the same back home. Other topics include new healthcare workforce options to increase access to care, alternative payment models in various practice settings, mental telehealth, expanding access to oral health care, and the impacts of Medicaid Transformation on non-Medicaid patients. 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 healthcare issues.
• Equip participants with the tools to decide the best course of action for their community.
• Provide information on changes affecting the provision of healthcare 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 healthcare 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 healthcare, this conference is for you!

Highlights

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 — 1:30 pm.

6th Annual Apple A Day Fundraising Dinner and Auction

Don’t miss this exciting sixth annual event to raise funds for rural Oregon volunteer emergency responders. Proceeds subsidize education expenses for rural volunteer EMS providers. Auction items may be viewed on our website in early September. Would you like to donate an auction item? Contact Linda Peppler, pepplerl@ohsu.edu.

Fun Activities

The conference conveniently ends at 12 noon on Friday, so bring the family and plan to spend the weekend playing, shopping or sight-seeing in central Oregon. You’d be amazed at how much there is to do! Check out visitcentraloregon.com for fun, educational, and entertaining activity suggestions!

Lodging

Guest rooms are available at Sunriver Resort at the following group rates until September 23, 2014:

<table>
<thead>
<tr>
<th>ROOM TYPE</th>
<th>SINGLE OR DOUBLE OCCUPANCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Bedroom Condo</td>
<td>$149</td>
</tr>
<tr>
<td>Lodge Village Guestroom</td>
<td>$109</td>
</tr>
<tr>
<td>Lodge Village Suite</td>
<td>$149</td>
</tr>
</tbody>
</table>

For reservations, call toll free 800-801-8765 and identify yourself as an attendee of the Oregon Rural Health Conference or book online at Sunriver Reservations. You must make reservations by September 23, 2014 to guarantee the group rate and to ensure room availability.

Questions

If you have questions, please e-mail Linda Peppler at 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.

Cover image: Hot springs near Lakeview, Oregon via OSU Special Collections & Archives : Commons
SESSION DESCRIPTIONS

WEDNESDAY, OCTOBER 15, 2014

PRE-CONFERENCE MEETINGS & WORKSHOPS

7:30—9:30 a.m.  
**OAHHS SMALL AND RURAL HOSPITAL MEETING** (includes breakfast)

9:30 a.m.— 12:30 a.m.  
**FLEX ADVISORY COMMITTEE MEETING**  
(Open to Critical Access Hospital participants only including their Board members)

12:30 p.m.—1:30 p.m.  
**FLEX/ORHQN** lunch

1:30 p.m.— 3:30 p.m.  
**ORHQN**

9:30 a.m.—3:30 p.m.  
**RURAL HEALTH CLINIC WORKSHOP**

9:30 a.m.— 3 p.m.  
**STATEWIDE AREA HEALTH EDUCATION CENTERS (AHEC) ADVISORY BOARD**  
(includes lunch and open to AHEC board members and staff by invitation only)

CONFERENCE OPENS

3:30—5:30 p.m.  
**NUTRITION, EPIGENETICS AND POPULATION HEALTH**  
Kent Thornburg, PhD,  OHSU Heart Research Center, an internationally-recognized leader in Epigenetic research

Developmental origins are now understood to underlie most if not all chronic disease and our zip code may be more important in determining our health than our genetic code. With Oregon’s health care reform placing greater importance on prevention, this session gives you the opportunity to learn how this exciting new research is helping us understand how to prevent future chronic conditions.

6—7:30 p.m.  
**CONFERENCE RECEPTION — VIEW EXHIBITS**

7:30—9 p.m.  
**OREGON RURAL HEALTH ASSOCIATION (ORHA) BOARD MEETING**

SUPPORT RURAL OREGON VOLUNTEER EMS PROVIDERS—REGISTER FOR THE FABULOUS APPLE A DAY CAMPAIGN DINNER, DANCE AND AUCTION!

CLICK HERE TO READ MORE ABOUT THIS YEAR’S SPEAKERS
THURSDAY, OCTOBER 16, 2014

7:30—8:15 a.m. BREAKFAST WITH THE OREGON RURAL HEALTH ASSOCIATION

The Oregon Rural Health Association is YOUR organization. Come and hear what the ORHA is doing for you! Learn how the ORHA is working to affect federal and state policies that will impact rural health in Oregon. This is a great opportunity to learn about what the ORHA will be doing to prepare for the 2015 Oregon Legislative session. This annual meeting is your chance to meet and elect its leadership. Don’t miss it!

8:15—8:30 a.m. INTRODUCTIONS AND ANNOUNCEMENTS
Scott Ekblad, Director, Oregon Office of Rural Health

8:30—9:45 a.m. COMMUNITY ADVISORY COUNCILS: INNOVATION FROM THE GROUND UP
Chris DeMars, MPH, facilitator, Megan Gomeza, MSW, Ellen Larsen, RN, Rebecca Eichhorn, MS

Definition of a Community Advisory Council (CAC) - how it is structured, and what its relationship is to the CCO. This will be followed by a discussion with CAC representatives, focusing on what they have learned through needs assessments, and innovative approaches and successes they’ve had in meeting the needs of their rural communities.

9:45—10:15 a.m. REFRESHMENT BREAK AND VIEW EXHIBITS

10:15—11:30 a.m. CONCURRENT SESSIONS

EXPLORING THE ROLE OF NPS AND PAS IN YOUR PRACTICE
Jo Isgrigg, PhD, Kim Montee, MD, Bonnie Hayslett, PA, Pat Widenoja, FNP

As the population of insured increases, the demand for providers will continue to grow. Hear about the future demand for providers in Oregon and how practices are utilizing Nurse Practitioners and Physician Assistants to meet those workforce needs.

TOOLS FOR INTEGRATION: ALTERNATIVE PAYMENT MODELS AND INSIDE THE RURAL HEALTH REFORM INITIATIVE: THIS IS ONLY THE BEGINNING
Andy Van Pelt, Craig Hostetler, Sean Jessup

Imagine if your clinic no longer had to produce face-to-face visits with a billable provider to bring revenue in the door. Mr. Hostetler will discuss this Alternative Payment Model (APM) which is available to FQHCs and RHCs in Oregon for the Medicaid patients they serve. He will describe the model's pros and cons as well as things to consider for those thinking about implementing APM in their clinic. Mr. Van Pelt will walk through the RHRI project and its scope and goals. He will provide an overview of the work OAHHS did around APM and what is in store for health delivery reform work with Oregon’s 32 small and rural hospitals. Mr. Jessup will discuss alternative payment methodology/risk model that have been incorporated for EOCCO.

DATA—WHY IT MATTERS
Mylia Christensen

Data can help support efforts to improve the quality and affordability of health care in Oregon. This session will give an overview of how you can access data that allows providers to compare their care to benchmarks as well as identify gaps in patient care and billing issues. In this presentation, learn more about how data can help you improve the quality of care and financial performance of your organization.

12:00 noon—1:30 p.m. LUNCH, HERO OF THE YEAR AWARD AND VIDEO

1:30 p.m. BREAK AND VIEW EXHIBITS

2:00—3 p.m. THE LASTING IMPACT OF MEDICAID TRANSFORMATION: CHANGING THE WAY WE CARE FOR OUR COMMUNITIES
Jeanie Gentry, Megan Haase, FNP, Kevin Johnston, MD

Ms. Gentry, Ms. Haase and Dr. Johnston will share some of the ways rural Oregon hospitals and clinics are changing their facilities and their practices to meet the goals of the Triple Aim, not only for Medicaid beneficiaries but for all their patients.

3:00—3:30 p.m. BREAK AND VIEW EXHIBITS
3:30—5:00 p.m.  **CONCURRENT SESSIONS**

**HOME HEALTH CARE AND PARAMEDICINE: HOW THEY CAN PARTNER FOR THE FUTURE**  
Shaune Mattsson, RN, MBA, Doug Kelly

The demand for home health care services is increasing. The role of paramedics is changing and the utilization of paramedicine is increasing across the country. How do these two fields come together to meet the growing needs of communities in Oregon? This session will show how two organizations are working together to meet the growing need and the challenges of changing roles.

**COMMUNITY-BASED ORAL HEALTH CARE**  
Mike Shirtcliff, DMD

One thing we’ve learned is that no one model of health care delivery works for all. Dr. Shirtcliff will share innovative examples of how we can make it easier to get oral health care to the people who need it most.

**THE POWER OF SCIENCE + ART: PAIRING DATA WITH PATIENT-CENTERED CARE STRATEGIES TO MAKE YOUR PATIENT POPULATIONS HEALTHIER**  
Evan Saulino, MD, PhD

Successful PCPCH is more than just being recognized. PCPCH is about making a difference and making it last. Learn how the strategies behind PCPCH can help improve the health of our patients and your community.

5:30—10:00 p.m.  **6TH ANNUAL APPLE A DAY CAMPAIGN FUNDRAISING DINNER, DANCE & 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.

To date, the Apple A Day campaign has made 163 individual grant awards for a total of $46,740 distributed to rural Oregon EMS volunteers for their continuing education! In addition, the Apple A Day campaign has distributed $105,102 in grants to rural EMS agencies to conduct local trainings for their staff. The Apple A Day funds have been exhausted and we need to raise more so that every Oregonian knows they can rely on a well-trained emergency medical response when an emergency occurs in a rural Oregon community.

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 16, 2014 in the Great Hall at Sunriver Resort, Sunriver, Oregon.

Please help us grow this very important program by attending the dinner and auction. It’s a bargain at $65 — great company, great food, and exciting auction items. After dinner, we’ll be dancing to tunes spun by Star Productions Entertainment Services NW!
FRIDAY, OCTOBER 17, 2014

8:00—9:15 a.m.  Networking Breakfast and Student Presentations

Third year medical students will present their rural community research projects.

9:15—10:15 a.m.  Concurrent Sessions

**Current and Future Models for Rural Dental Practice**
Shanie Mason, MPH, CHES

Primary dental care continues to be a challenge in rural communities. Take a look at what Oregon’s current dental practice options are and what the future may hold in meeting our workforce needs. The dental workforce is changing and this session will help you understand what direction Oregon is moving.

**Telehealth for Mental Health: Using Telemental Health Across the Continuum of Care**
Karla Gerber, LCSW, Janet Perez, LCSW, Bob Brasted, MD

Finding the way to deliver mental health continues to be a challenge. Telehealth is playing an increasing role in health care delivery and specifically mental health. This session will show how telemedicine in used to address the mental health needs at multiple sites with a focus on delivering crisis and psychiatric consult services for outpatient and inpatient care to rural communities as well as technology-enhanced early interventions.

**Utilizing EMR for Quality Reporting in Clinics**
Keli Christman, Renee Grandi, MD

Data is great. But what does it really mean for your community’s health? Learn from a rural health clinic how they have used data to improved health in their community. You will also learn about data collecting tools and outcomes for those small RHC’s that do not have a robust EHR or an EHR at all.

10:15—10:30 a.m.  Break

10:30—11:30 a.m.  OHSU’s Rural Campus: A Discussion About OHSU’s Investment in Rural Oregon
Jeanette Mladenovic, MD, MBA, MACP, Scott Ekblad

OHSU is developing a Campus for Rural Health, to be headquartered in Klamath Falls with a web of learning sites across the state. The Campus for Rural Health is an interprofessional initiative that will engage students from OHSU’s schools of Medicine, Nursing, Dentistry, Physician Assistant Studies, Pharmacy and Public Health. What will the Campus for Rural Health look like? What will it mean for your community? How will it benefit you as a rural Oregonian? Join us for this closing plenary session to hear from the visionary behind OHSU’s Rural Campus, and participate in a discussion regarding how it can be structured to improve the health of your community.

11:30—noon.  Wrap-Up and Prizes

CLICK HERE TO REGISTER