

36th Annual Oregon Rural Health Conference

October 2-4, 2019 | The Riverhouse on the Deschutes | Bend

Wednesday October 2

Preconference Meetings and Workshops

- | | |
|---|---|
| 8 am – 2:45 pm
<i>Cascade G</i> | Rural Health Clinic (RHC) Workshop
<i>separate registration required</i> |
| 8 – 10 am
<i>Cascade Board Room</i> | Healthy Oregon Workforce Training Opportunity (HOWTO) Advisory Committee
<i>invitation only</i> |
| 9 am – 2:45 pm
<i>Cascade E/F</i> | Area Health Education Center (AHEC)
<i>invitation only</i> |
| 11 am – 2:30 pm
<i>Cascade H/I</i> | Oregon Association of Hospitals and Healthcare Systems (OAHHS)
<i>invitation only</i> |
| 12 – 1:30 pm | Networking lunch for pre-conference meeting attendees |

Conference

- | | |
|---|---|
| 3 – 3:10 pm
<i>Cascade A/B/C</i> | Welcome and Opening Remarks
Robert Duehmig, Interim Director, Oregon Office of Rural Health |
| 3:10 – 4:10 pm
<i>Cascade A/B/C</i> | Plenary Session
CCO 2.0 : What it Means to Rural Oregon
Patrick Allen, Director, Oregon Health Authority
The Oregon Health Authority (OHA) announced its plan to fund 15 coordinated care organizations (CCOs) to serve the Oregon Health Plan’s nearly 1 million members. This next phase of health transformation, known as “CCO 2.0” will build on the previous six years of health care transformation and advance Oregon’s efforts to achieve better health, better care, and lower costs. This is an opportunity to hear what OHA expects from the new round of CCO contracts, including how they will address the comprehensive set of policies approved by the Oregon Health Policy Board and how CCO 2.0 will impact health care delivery in rural Oregon. |
| 4:20 – 5:15 pm
<i>Cascade E/F</i> | Concurrent Sessions
Project ECHO: Increasing Access to Specialty Care in Rural and Frontier Oregon
Maggie McLain McDonnell, MPH, Senior Program Manager, Oregon Project ECHO
Clinic leaders and providers seeking to increase workforce capacity via health professional specialty care education and care management are using Project ECHO® across Oregon and beyond. This presentation will introduce the innovative tele-mentoring Project ECHO model; share overviews and data from Oregon ECHO Network-supported sessions on psychiatry, |

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substance use disorders, and geriatrics; and discuss opportunities for Oregon health care providers and their teams to participate in Project ECHO sessions.

Cascade G

Thinking Outside the Box to Build Community Paramedicine

Nicholas Watts

Cascade H/I

Healthy Smiles for All – A Rural Collaboration

JoAnn Miller, Community Health Promotion Director, Samaritan Health Services

Marty Cahill, CEO, Samaritan Lebanon Community Hospital

Public health professionals and clinic leaders know that preventative dental care is key to reducing emergency room (ER) and Urgent Care visits for dental needs. Presenters will describe the Coast to Cascades Community Wellness Network (CCCWN), a program created with community partners that provides dental care to uninsured and underinsured adults using Expanded Practice Dental Hygienists and the Emergency Dental Voucher Program. Learn how an oral health care provider has been successfully located in a rural primary care clinic.

5:15 – 7pm

Exhibit Hall

Reception/Networking with Partners

7 – 8:30 pm

Cascade Board Room

Oregon Rural Health Association (ORHA) Board Meeting

Thursday October 3

7:30 – 8:30 am

Cascade A/B/C

Breakfast, ORHA Annual Meeting, Announcements

8:40 – 9:40 am

Cascade A/B/C

Plenary Session

Rural Health Renaissance

Brian Lee, Custom Learning Systems Group, Ltd

Creating a culture imbued with compassion and trust benefits all who work in rural health as well as the patients they serve. When that culture includes empathetic, timely, responsive service among care providers, patients, and hospital/clinic leadership, then patients enthusiastically recommend you, and your staff become the best advocates for attracting providers to your health system. This presentation will also focus on the skills that support successful patient medication education to those preparing patients for safe, continued recovery at home, to compassionate care for chronic pain.

9:40 – 10:10 am

Exhibit Hall

Refreshment Break/Networking With Partners

10:10 – 11:05 am

Cascade E/F

Concurrent Sessions

The Patient-Centered Primary Care Home Program in Rural Oregon: Best Practices, Collaborative Problem Solving, and Innovative Solutions

Sara Crowell, Practice Enhancement Research Coordinator, Oregon Rural Practice-based Research Network

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Amber Anderson, Transformation Center Patient-Centered Primary Care Home Program, Oregon Health Authority

Loralee Trocio, Transformation Center Patient-Centered Primary Care Home Program, Oregon Health Authority

Are you a rural Patient-Centered Primary Care Home (PCPCH) leader, provider, or community partner? Come to this interactive session to learn about how the PCPCH program fits into the Oregon healthcare landscape. Discussion will include best practices from rural PCPCHs, with an opportunity for attendees to share innovative rural practice solutions to meet challenging metrics.

Cascade G

Utilizing Community Health Workers to Address Underlying Causes of Addiction

Lisa Ladendorff, LCSW, Development & Training Director, NEON

Eric Griffith, MAT, Executive Director, NEON

Clinic leaders know the critical role Community Health Workers (CHWs) play in health care across Oregon, and CCO 2.0 will place an even greater emphasis on these individuals. The Northeast Oregon Network (NEON), with support of multiple Health Resource Services Administration (HRSA) grants, developed a unique model of care to address addiction. This session will describe NEON's model utilizing CHWs to support individuals who are misusing opioids or are at risk of developing opioid use disorder.

Cascade H/I

Addressing the Shortage of Affordable Housing in Rural Oregon

Connor McDonnell, Housing Integrator, Oregon Housing & Community Services

Public health professionals experience every day the housing crisis in rural Oregon that affects hiring and retaining a healthcare workforce and complicates patient care coordination, because housing difficulties impede access to healthcare and adherence to care plans. In this presentation, attendees concerned with recruitment and retention and with social determinations of health will learn of Oregon's strategies to address this serious problem.

11:15 am – 12:10 pm

Concurrent Sessions

Cascade E/F

Healthcare in Complex Circumstances: a CCO and Public Health Division Partnership

Jennifer Gustafson, Operational Specialist, Care Coordination, AllCare Health

Audrey Tiberio, MPH, Senior Administrative Supervisor, Josephine County Public Health

Coordinated care organizations (CCOs) have been tasked with addressing complex health and social needs in communities with limited resources. Trust and partnership are key to success. This session will illustrate how networks of partners, advocates and service providers can support community-based approaches to individual, family and community health using the example of a program for women recently released from incarceration.

Cascade G

Recruitment and Retention Strategies for a Rural Nursing Workforce

Jana Bitton, MPA, Executive Director, Oregon Center for Nursing

Rick Allgeyer, Research Director, Oregon Center for Nursing

Clinic leaders and managers focusing on workforce have increasing needs for nurses in rural

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Oregon, but nurses are disproportionately located in non-rural areas. Learn strategies that some rural facilities are using to recruit and retain their nursing workforce, and about how to leverage the rural voice to solve this problem.

Cascade H/I

Session 3: TBD

12:10 – 1:30 pm
Cascade A/B/C

Awards Luncheon – Hospital Quality Awards and Hero of the Year Award

1:30 – 2:00 pm
Exhibit Hall

Refreshment Break/Networking With Partners

2:00 – 3:00 pm
Cascade A/B/C

Plenary Session

Building a Culture of Health in Rural Oregon

Jennifer Little, MPH, Director Klamath County Public Health

To make Oregon a healthier place to live, we must weave health into our cultural fabric. Despite their low health rankings, Klamath County utilized their social capital and became one of four nationwide winners of the 2018 Robert Wood Johnson Foundation Culture of Health Prize.

3:10 – 4:05 pm
Cascade E/F

Concurrent Sessions

Reaching for the Stars – A Journey to Achieve 5-Star Service Excellence through Focused and Intentional Cultural Change and Accountability

Virginia Williams, CEO, Curry Health Network

Laurie Van Zante, Board Member, Curry Health Network

Sunnie Day, Quality Coordinator, Curry Health Network

Nicole Legg, Insurance Biller, Curry Health Network

Gail Meidinger, Service Excellence Coordinator, Curry Health Network

Leaders of Critical Access Hospitals (CAHs) and Rural Health Clinics (RHCs) know that a patient's perception of the quality of their medical care is heavily influenced by their customer service experience. Service excellence is a powerful driver of the patients' choice of provider, and organizational culture can make or break successful employee retention and recruitment. Learn how Curry Health Network became the Provider and Employer of Choice, and how they are transforming their organization from the inside out through proven service excellence strategies and cultural change.

Cascade G

The Mission Act: Improved Care for Veterans

Travis Lovejoy

Sarah Ono

Derek Burke

Veterans in Oregon and the Pacific Northwest use a variety of paths to receive health care. In 2019, the Maintaining Internal Systems and Strengthening Integrated Outside Networks (MISSION) Act was signed into law, supporting the Veterans Health Administration (VA) in expanding and enhancing care for Veterans within their communities. Numerous programs

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and processes are included in this legislation to improve Veteran access to care; major components are: consolidation of community care, expanded eligibility for family caregivers, and strengthened VA workforce and infrastructure. This session will discuss the programs and processes, including expansion of Telehealth technologies to ease navigation of care for Veterans, their families and community providers.

Cascade H/I

Working with Public Health to Coordinate Care for Children and Youth

Ben Hoffman, MD, Oregon Health & Science University

Tamara Bakewell, MA, Family Involvement Coordinator

Marilyn Berardinelli, BS, Systems and Workforce

The Oregon Center for Children and Youth with Special Health Needs (OCCYSHN) supports public health's shared care planning efforts in 30 Oregon counties. The shared care planning team addresses the child's health and development goals by bringing together the whole team including, family, primary care, behavioral health, education, the payer, developmental disabilities, and other community-based services. Rural practices will learn how this care coordination extends into the community to streamline communication and problem-solving.

4:05 – 4:35 pm

Refreshment Break /Networking with Partners

4:35 – 5:30 pm

Concurrent Sessions

Cascade E/F

C Suite Roundtable: Managing Critical Access Hospitals in Today's Healthcare Environment

Derek Daly, CEO, Blue Mountain Hospital

Katie Harris, Director of Rural Health & Federal Policy

Managing a CAH in today's changing healthcare systems is a roller coaster ride. Changing payment models, outcome measures, quality measures, staffing shortages and more. This is an opportunity for CAH leaders to hear and learn from each other.

Cascade G

How Team-Based Are We? An Assessment of "Teamness" in Rural and Underserved Clinics

Curt Stilp, EdD, PA-C, Director, Oregon Area Health Education Center

Eric Wiser, MD, Deputy Director Oregon Area Health Education Center

Clinic directors and managers have seen that as the health care system changes, the delivery model needs to change too. There is an increased focus on healthcare teams instead of individual providers to care for patients. This is an opportunity to better understand just how team based our practices are and what needs to be done to get there.

Cascade H/I

Turning the Tide: Addressing the Opioid Epidemic

Safina Koreishi, MD, MPH, Care Oregon

Melissa Brewster, PharmD, BCPS, Care Oregon

Every clinician in rural Oregon has encountered the effects of the opioid epidemic as it continues to pervade rural Oregon communities. This session focuses on a partnership between a CCO and the community to combat opioid prescribing and opioid use disorder

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(OUD). Presenters will discuss the development and implementation of a strategy to improve clinical prescribing, decrease pills in circulation, and expand access to naloxone and OUD treatment.

Dinner on your own

Friday October 4

8:00 – 9:15 am

Cascade A/B/C

Breakfast and Student Research Projects + 10 Years of Rural Scholar Projects: What We Learned

Ryan Nesbit

Eric Wiser, MD, Deputy Director Oregon Area Health Education Center

9:25 – 10:20 am

Cascade E/F

Concurrent Sessions

Building Health from the Ground Up

Marlene Putman, JD, Administrator, Tillamook County Community Health Centers/Tillamook County Public Health Department

Dusti Linnell, PhD, Assistant Professor (Practice), Oregon State University Extension Service Family & Community Health

Steven Blakesley, Community Research Liaison, Oregon Health & Science University Community Research Hub

Michelle Jenck, MEd, Tillamook County Wellness Coordinator

Eric Swanson, MBA, FACHE, NRP, Executive Director, Strategy & Business Development, Adventist Health

Public health professionals will hear how Tillamook County has addressed their high rates of chronic disease; an issue many other rural Oregon communities experience. The Board of County Commissioners declared 2016 a “Year of Wellness” to address issues like heart disease, cancer and diabetes. Over 1,000 community members and more than 60 partner organizations came together to invest in improving community health and wellbeing. The Tillamook County Wellness team will describe efforts to convene a multisector stakeholder group; their diabetes risk reduction framework and progress; and the challenges of a locally-driven community health transformation project.

Cascade G

A State Strategy for a Rural Healthcare Workforce

Carla McKelvey, MD, Chair, Oregon Health Policy Board

Charlie Tveit, CEO/Administrator, Lake Health District

Julie Downing, Instructional Dean, Allied Health, Health & Human Performance, Nursing & Science, Central Oregon Community College

Paul Gorman, Assistant Dean, Rural Medical Education, Oregon Health & Science University Department of Medical Informatics

Hospital and clinic leadership in rural Oregon are facing a workforce shortage. Developing a state strategy to address the shortage requires an understanding of how we define workforce and future need. This session offers the opportunity to share ideas and better understand

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what steps need to be taken to develop a successful strategy.

Cascade H/I

Challenges of Vaccinations in Rural Communities

Melanie Alvarado, Oregon Pacific Area Health Education Center

Measles and Human Papilloma Virus (HPV) vaccinations are in the news, with measles cases at the highest rates in decades, and HPV vaccination continuing to be controversial. Clinicians will see the data on provider recommendations and strategies to overcoming their own, or their staff's, hesitancy to discuss vaccinations and how to work with vaccine-hesitant parents.

10:30 – 11:30 am

Cascade A/B/C

Plenary Session

OHA's New Strategies for Mental and Behavioral Health Care in Rural Oregon

Steve Allen, Behavioral Health Director, Oregon Health Authority

Health care transformation is changing health care in Oregon. But mental and behavioral health in Oregon is still complicated. Various funding streams, shortages of providers and attempts to integrate services with physical health care delivery all complicate mental and behavioral health delivery. This is an opportunity hear how Oregon is moving forward in addressing mental and behavioral health challenges.

11:30 am

Cascade A/B/C

Wrap, prizes, adjourn