

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 care 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

Nick Watts, Community Paramedic, Adventist Health Tillamook

Community paramedics have the opportunity to spend time with patients in their homes in a way that providers cannot, and can work with community leaders, wellness programs, and community resources to help patients participate more fully in their own healthcare. This presentation will also describe Auggie's Hope, a nonprofit dedicated to First Responder training for recognizing Autism Spectrum Disorder so that they can adjust their responses accordingly, with the potential for safer outcomes not only with ASD but with PTSD, dementias, and anxiety/panic disorders.

Cascade H/I

Healthy Smiles for All – A Rural Collaboration

JoAnn Miller, Community Health Promotion Director, Samaritan Health Services

Karla Olsen Smith, MEd, EPDH, Dental Hygienist, Capitol Dental Care

Public health professionals and clinic leaders know that preventative dental care and education is key to reducing emergency room and Urgent Care visits for dental needs. Presenters will describe two valuable partnerships: 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; and REDUCE, a program that places an expanded practice dental hygienist in the hospital to provide dental education for medical staff and patients, assessments and limited dental treatment for hospital patients, and navigation and care coordination for comprehensive dental care for all hospital patients

5:15 – 7pm

Exhibit Hall

Reception/Networking with Partners

Dinner on your own

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

36th Annual Oregon Rural Health Conference

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- 8:40 – 9:40 am** 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** **Refreshment Break/Networking With Partners**
Exhibit Hall
- 10:10 – 11:05 am** **Concurrent Sessions**
Cascade E/F
- 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
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 practice, stakeholder, or partner with questions about the Patient-Centered Primary Care Home (PCPCH) program? Come to this interactive session to learn more about how the PCPCH program fits into the Oregon healthcare landscape and discuss best practices and innovative solutions to meet challenging measures.
- Cascade G* **Utilizing Community Health Workers to Address Underlying Causes of Addiction**
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 determinants 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

36th Annual Oregon Rural Health Conference

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

11:15 am – 12:10 pm 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 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

LGBTQ+ Cultural Competency 101 – Tools to Improve Patient Communication, Care and Outcomes

Liz James, Former CEO, Lesbian Health Initiative of Houston, Inc.

Health care providers are serving more diverse communities. This session will help providers create a welcoming environment for lesbian, gay, bisexual, transgender and queer (LGBTQ) patients by understanding and identifying: the challenges faced by LGBTQ patients; current terminology preferred by this population; relevant healthcare policies; and community resources.

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

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

36th Annual Oregon Rural Health Conference

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

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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, PhD, MPH, Clinical Director, Veterans Rural Health Resource Center, Department of Veterans Affairs

Sarah Ono, Operations Director, Veterans Rural Health Resource Center, Department of Veterans Affairs

Derek Burks, PhD, MA, MCR, Rural Telemental Health Manager, Assistant Professor, Department of Psychiatry, Oregon Health & Science University, VA Portland Health Care System

Rachel Scarpelli, Assistant Manager, Community Care Clinical Division, Department of Veterans Affairs

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 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

Marilyn Berardinelli, BS, Systems and Workforce, Oregon Health & Science University

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.

36th Annual Oregon Rural Health Conference

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

4:35 – 5:30 pm
 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 Wisner, 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 (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 AHEC Scholars Community Projects: Learning by Doing

Emma Felzien, OHSU School of Medicine

Sara Hayes, OHSU School of Medicine

William Hockett, OHSU School of Medicine

Sherry Liang, OHSU School of Medicine

Ashley Stading, AHEC

Daniel Stone, AHEC

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

36th Annual Oregon Rural Health Conference

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9:25 – 10:20 am

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

Cascade H/I

Challenges of Vaccinations in Rural Communities

David Bryan Coutin, MD, St Charles, Retired

Measles and vaccinations are in the news, with measles cases at the highest rates in decades. Clinicians and staff will see the data on vaccinations and learn about strategies for overcoming their own 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 – 11:50 am

Cascade A/B/C

Senator Ron Wyden (D.OR)

Senator Wyden will join us to review developments in Washington, D.C. as they affect rural health and rural healthcare, and to hear from our attendees about their ideas and concerns.

11:50 am

Cascade A/B/C

Wrap, prizes, adjourn