

## Wednesday, October 1

### Pre-Conference Sessions

Wednesday, Oct. 1  
9:30 am – 10:20 am  
**Deschutes South**

#### **Let's Talk About the RHC Survey**

**Janis McDowell | Oregon Health Authority**

This will be a casual roundtable session with Oregon's patient safety surveyor. We will discuss the RHC survey and actions needed to prepare for it.

Wednesday, Oct. 1  
10:30 am – 11:20 am  
**Deschutes South**

#### **All Things RHC in OHA Medicaid**

**Adrienne Cooke | Oregon Health Authority**

This session will provide information on RHCs and Medicaid. We will cover how to navigate the Oregon administrative rules (OARs), enrollment procedures and applicable billing guidance.

Wednesday, Oct. 1  
10:00 am – 12:50 pm  
**Deschutes North**

#### **CAH CEO Meetings and Lunch (invitation only)**

**Conference begins at 1:00 pm**  
Check-in opens at 9:00 am

Wednesday, Oct. 1  
1:00 pm – 1:10 pm  
**Main Room**

#### **Welcome and Introductions**

**Robert Duehmig | Oregon Office of Rural Health**

Wednesday, Oct. 1  
1:10 pm – 2:00 pm  
**Main Room**

#### **National and Statewide Budget Policies and the Impact on Rural Oregon**

**Alan Morgan | National Rural Health Association**

The world of health care and policy is everchanging, and 2025 has been a busy year with federal Medicaid cuts, HHS reorganization and the Rural Health Transformation Program (RHTP). Alan will bring us up to date on the impacts of federal changes on rural health and what to expect in the coming year.

### Concurrent Sessions

Wednesday, Oct. 1  
2:10 pm – 3:00 pm  
**Deschutes South**

#### **Organizing Compliance Efforts**

**Julie Quinn, MBA, CPA | Health Services Associates, Inc.**

This session provides RHCs with practical strategies to organize and manage compliance across various clinic sizes and structures. Participants will review critical compliance dates, explore documentation options and learn how to address missed deadlines or previous non-compliance. The session also highlights key tools and resources that clinics can use to streamline compliance efforts. The focus is on

building a flexible, audit-ready approach that fits each clinic's unique setup and resources.

Wednesday, Oct. 1  
2:10 pm – 3:00 pm  
**Main Room**

## **Assessing Risk for Suicide in Outpatient Health Care**

**Jonathan Betlinski, MD | OHSU School of Medicine**

Oregon's suicide rate remains higher than the national rate. While systemic changes are showing some signs of reducing suicides in Oregon, health care providers across the spectrum should be familiar with the elements of appropriate risk assessment, Oregon revised statutes regarding suicide risk, and the available resources in our state.

Wednesday, Oct. 1  
2:10 pm – 3:00 pm  
**Room AJ**

## **Pathways for Sustainability for Rural Labor and Delivery Programs**

**Jeffrey Sommer, MPP | Stroudwater Associates**

This presentation will highlight mistakes to avoid when analyzing the performance of rural labor and delivery programs and the best-practice examples to follow for improving the sustainability of these programs. The session will help rural hospitals and health system leaders analyze the performance of obstetrics (OB) programs more effectively and identify strategies for program sustainability.

Wednesday, Oct. 1  
2:10 pm – 3:00 pm  
**Room CD**

## **The Health Care Cyber Threat Landscape: Risk, Impact and Preparedness: Part One**

**Scott Gee | American Hospital Association**

Cyber-attacks against hospitals and health systems have increased dramatically over the last several years. These attacks involve the theft of patient data and medical research, shutting down critical systems and causing significant disruption and delay of health care delivery, creating a risk to patient safety. Join Scott Gee, deputy national advisor for cybersecurity and risk, and U.S. Secret Service veteran as he provides his unique perspective on the latest cyber threats including those arising from geopolitical tensions, third-party providers and supply chain disruptions. Scott will also address the role of physical security and artificial intelligence in both defending against and enabling attacks, while offering practical strategies and policy insights to help rural hospitals prepare, respond and recover.

### **Concurrent Sessions**

Wednesday, Oct. 1  
3:10 pm – 4:00 pm  
**Deschutes South**

## **Rural Health Clinic Reimbursement Updates and Opportunities**

**Katie Jo Raebel, CPA | Wipfli**

Clinics are a critical part of the health care system in rural and underserved areas. This session will provide an update on the latest reimbursement changes and identify opportunities crucial for financial sustainability and ability to provide quality care in RHCs.

Wednesday, Oct. 1  
3:10 pm – 4:00 pm  
**Main Room**

## **Exploring the Use of Community Care Hubs to Coordinate Health and Social Care in Oregon**

**Nancy Goff, MPH | Oregon Rural Practice-Based Research Network (ORPRN)**  
**Erin Fessler | ORPRN**

**Raven Merritt-Shorb | ORPRN**

Community care hubs (CCHs) are being built across the nation to facilitate increased coordination of health and social care among organizational partners. CCHs are typically community organizations that coordinate referrals between health care and social care, monitor service availability in a region and support administrative functions like Medicaid billing on behalf of smaller community-based organizations without billing capabilities. To better understand the interest and readiness of community organizations in building CCHs, ORPRN conducted interviews and a survey with partners across the state. This presentation will share results from the survey, as well as an overview of the CCH landscape in Oregon, connections to parallel efforts like community information exchange and health-related social needs, the potential functions of CCHs in Oregon and recommendations for next steps.

Wednesday, Oct. 1  
3:10 pm – 4:00 pm  
**Room AJ**

## **Centering the Workforce in Trauma-Informed Organizations**

**Lisa Ladendorff, LCSW, MSW | Northeast Oregon Network**

**Edna Murrieta, MEd | Northeast Oregon Network**

To truly implement trauma-informed services, we need to have a trauma-informed workforce that is healthy and well. This will lead to staff wellness and retention and will support staff in providing true trauma-informed services. This presentation will focus on an adaptation of the Vicarious Trauma Toolkit for direct health care workers that can guide and support organizations in step-by-step practices in how to become a trauma-informed organization. Attendees will explore the tool by assessing their own organization for strengths and areas of growth during the session.

Wednesday, Oct. 1  
3:10 pm – 4:00 pm  
**Room CD**

## **The Health Care Cyber Threat Landscape: Risk, Impact and Preparedness: Part Two**

**Scott Gee | American Hospital Association**

Cyber-attacks against hospitals and health systems have increased dramatically over the last several years. These attacks involve the theft of patient data and medical research, shutting down critical systems and causing significant disruption and delay of health care delivery, creating a risk to patient safety. Join Scott Gee, deputy national advisor for cybersecurity and risk, and U.S. Secret Service veteran as he provides his unique perspective on the latest cyber threats including those arising from geopolitical tensions, third-party providers and supply chain disruptions. Scott will also address the role of physical security and artificial intelligence in both defending against and enabling attacks, while offering practical strategies and policy insights to help rural hospitals prepare, respond and recover.

## Plenary Session

Wednesday, Oct. 1  
4:10 pm – 5:00 pm  
**Main Room**

### **The Role of Foundations in Today's Environment**

**Rebeckah Berry | Roundhouse Foundation**

**Sean Jessup | Moda Health**

**Tyler Hobbs | Marie Lamfrom Charitable Foundation**

With the current state of affairs in Washington D.C. and major cuts to programs that support rural and rural health, many people are looking to philanthropy to fill the funding hole. This session will address the current political landscape, how foundations are making funding decisions and addressing the growing need, and will offer insight and advice for rural communities looking for financial support for their programming.

Wednesday, Oct. 1  
5:00 pm – 7:00 pm

### **Welcome Reception and Cocktail Hour**

Wednesday, Oct. 1  
7:00 pm  
**Cascade Board Room**

### **ORHA Board Meeting**

## Thursday, October 2

Thursday, Oct. 2  
8:00 am – 8:50 am  
**Downstairs**

### **Breakfast | ORHA Meeting | RHTP Update | OHSU President**

A brief meeting of the Oregon Rural Health Association (ORHA) will be followed by an update on the Rural Health Transformation Program (RHTP) from OHA Director of Health Policy Steph Jarem. OHSU President Dr. Shereef Elnahal will also address attendees.

## Concurrent Sessions

Thursday, Oct. 2  
9:00 am – 9:50 am  
**Deschutes South**

### **Uncharted Water: Surviving Unpredictable Change in the RHC**

**Patty Harper | InQuiseek Consulting**

This session will help RHCs prepare for the unprecedented changes ahead by exploring ways to improve organizational culture, customer service, clinical and operational workflow and revenue cycle processes. These practical strategies will help stabilize your RHC as a defense to minimize the impact of recent changes to Medicare and Medicaid programs.

Thursday, Oct. 2  
9:00 am – 9:50 am  
**Main Room**

### **Stronger Together: Building Community to Recruit and Retain Health Care Providers**

**Mona McArdle, MD | Valley Immediate Care, SOAPP**

**Leona O'Keefe, MD | Jackson Care Connect, SOAPP**

Like many rural areas, Southern Oregon has an ongoing provider shortage that affects people's access to care. As the lack of primary care providers became a more acute issue, and recruiting efforts proved inefficient, this shortage attracted the attention of Jackson County's Medical Advisory Group, which created a subgroup to address it. This group became the Southern Oregon Alliance of Physicians and Providers (SOAPP) fall of 2023, focused on an innovative collaborative recruiting effort, with the common goal of attracting new PCPs to the region. SOAPP includes representatives from FQHCs, urgent care, hospital-based clinics, private practices, public health and coordinated care organizations. Their collaborative recruiting approach is designed to bring external applicants to Southern Oregon to interview with multiple clinics or systems in one visit.

Thursday, Oct. 2  
9:00 am – 9:50 am  
**Room AJ**

## **Bridging the Gap: Integrating Oral Health into Pediatric Primary Care to Reduce Caries in Rural Oregon**

**Sofia Aiello, MHA | EOCCO**

In rural health care systems, the disconnect between medical and dental services can lead to preventable conditions like early childhood caries going unaddressed. This presentation explores a real-world and replicable initiative aimed at reducing pediatric caries by integrating oral health practices into medical well-child visits. Using program results, quality metric data, and caries diagnosis rates, this presentation will emphasize the positive impact that collaborative care models have on a community. Attendees will learn practical strategies to replicate this cross-disciplinary collaboration, training logistics and data-driven decision-making to support oral health equity in rural pediatric care.

Thursday, Oct. 2  
9:00 am – 9:50 am  
**Room CD**

## **The Inspiring Journey of Quality Improvement in a Rural CAH**

**Ali Khaki, MD | Samaritan North Lincoln Hospital**

Samaritan North Lincoln Hospital historically performed well but lacked structured outcome measurements to assess patient care quality of care. Over an eight-year period, the hospital enrolled in a quality improvement program with the American College of Surgeons to enhance patient outcomes and establish a culture of continuous improvement. By systematically analyzing adverse events through root cause analysis and benchmarking surgical outcomes against national standards, the hospital was able to identify areas for improvement and implement targeted interventions. This was expanded to non-surgical patients. This presentation will detail the processes, strategies, and methodologies employed to elevate the hospital's performance, demonstrating how a small critical access hospital can achieve excellence and compete with larger health care systems.

### **Concurrent Sessions**

Thursday, Oct. 2  
10:00 am – 10:50 am  
**Deschutes South**

## **RHC Federal Regulatory and Legislative Update**

**Sarah Hohman | National Association of Rural Health Clinics**

This session will focus on the evolving political landscape and policy changes under the Trump administration and the 119th Congress. It will cover topics such as government funding, changes to the Medicaid program, and updates on Medicare

Advantage. This session is crucial for RHC attendees seeking key information and opportunities for federal advocacy.

Thursday, Oct. 2  
10:00 am – 10:50 am  
**Main Room**

## **The Oregon AHEC Scholars Program: What a Decades-Worth of Data Can Tell Us About Workforce Development Education**

**Eric Wiser, MD, FAAFP | Oregon AHEC**

**Russell Nickels, BS | OHSU School of Medicine**

The Oregon AHEC Scholars Program (OASP) is part of a two-year national program designed to better prepare health profession students for future practice in rural and urban underserved communities. In 2024, with a decades' worth of program graduates, Oregon AHEC launched a comprehensive alumni survey. Through this presentation, we'd like to share our findings. The audience will learn about the successes, outcomes and lessons learned to-date of our health professions training program. They'll hear what we've discovered as effective approaches in building a diverse, culturally competent health care workforce.

Thursday, Oct. 2  
10:00 am – 10:50 am  
**Room AJ**

## **Addressing Diabetes Care in Rural Oregon Through the Oregon Rural Practice-based Research Network (ORPRN)**

**Briana Arnold, MPH | ORPRN**

**Nancy Goff, MPH | ORPRN**

**Martha Snow, MPH | ORPRN**

ORPRN is dedicated to improving diabetes care in rural communities across Oregon through its three distinct programs: the Research Program, Health Policy Program, and Education Program. Each program plays a crucial role in addressing unique challenges to providing appropriate diabetes care. In this presentation, a representative from each ORPRN program will present an overview of the work their program has done or is doing to address diabetes care in rural Oregon. Attendees will learn about health programs that address multiple levels of the health system through the lens of diabetes-related interventions. Speakers will provide valuable insights for organizations looking to address diabetes care and other conditions.

Thursday, Oct. 2  
10:00 am – 10:50 am  
**Room CD**

## **How Nursing Students Can Enhance Public Health Preparedness Planning for Communicable Disease Response**

**Jennifer Little, MPH | Klamath County Public Health**

**Marilyn Gran Moravec | OHSU School of Nursing, Klamath Falls**

Klamath County, like many rural areas, faces unique challenges in responding to public health emergencies. Limited resources, geographic dispersion and cultural beliefs, such as distrust of government and vaccine hesitancy, can hinder effective response efforts. This presentation focuses specifically on public health response to communicable disease outbreaks and strengthening point of distribution (POD) plans, which could include testing, vaccines, treatments or other resources. Klamath County Public Health hosted two senior nursing students from OHSU's School of Nursing for their leadership clinical placement. Their goal was to identify POD locations around the county, host pop-up vaccination events and determine quality improvement opportunities, which would be used to enhance KCPH's emergency preparedness POD plan and future response efforts.



## Plenary Session

Thursday, Oct. 2  
11:00 am – 11:50 am  
**Main Room**

### **Building a Scalable, Sustainable Strategy for AI and Innovation**

**Laura Kreofsky, MHA, MBA, PMP, CDH-E | Microsoft Foundation**

**Scott McEachern | Southern Coos Hospital and Health Center**

This session will highlight the journey of exploring, building and deploying generative AI and other AI-based tools in rural health care settings. Presenters will share from their unique perspectives as a leader of a national AI and cyber program for rural health and a chief information officer at an Oregon CAH. Attendees will learn how a cohort of rural hospitals came together to identify and bring to market a pragmatic AI tool for diverse, rural, low-resourced providers, and the lessons gleaned in the process. The presentation will focus on key policy and governance requirements to support AI strategy, development, deployment and management.

Thursday, Oct. 2  
12:00 pm – 1:05 pm  
**Downstairs**

### **Lunch and Awards**

ORH's Oregon Rural Health Excellence Awards and NOSORH's Community Star

## Concurrent Sessions

Thursday, Oct. 2  
1:15 pm – 2:05 pm  
**Deschutes South**

### **What's New in the World of RHC Compliance**

**Kate Hill | The Compliance Team**

This session will review the key changes affecting RHCs in 2025 and discuss practical strategies to maintain compliance. It will also examine the most common deficiencies identified during audits and surveys, and, more importantly, how to prevent them. You'll learn how to implement regular, sustainable processes in your clinic that not only support compliance but also enhance quality of care.

Thursday, Oct. 2  
1:15 pm – 2:05 pm  
**Main Room**

### **Well-being First: A Radical Vision for Oregon's Health Workforce**

**Orion Falvey, BS | Orchid Health**

**Michael Mahler | Orchid Health**

Do you feel like your health care organization is barely holding on? Does it feel like you're continuously adding on top of a broken system? Rural health care organizations across Oregon are grappling with a workforce crisis. This presentation introduces a shared vision that includes a new organizational operating model for rural health leaders to remove barriers to workforce innovation and operationalize wellbeing-first principles. Attendees will learn how they can join a movement to create a workplace where clinicians want to work, adopt practical, affordable solutions that improve workforce retention and patient outcomes, and increase financial sustainability through strategies that align reimbursement with patient-centered care.

Thursday, Oct. 2  
1:15 pm – 2:05 pm  
**Room AJ**

## **Expanding Access: The Role of Pharmacists in Prescription Renewals** **Nathan Wende, PharmD, BCGP | Medication Review**

As health care systems face increasing demands, pharmacists are stepping into expanded roles to support patient access and continuity of care. This presentation explores how pharmacists are uniquely positioned to manage prescription renewals, reduce burdens on primary care providers and improve patient outcomes. Attendees will learn about current legislative frameworks, implementation models and clinical outcomes associated with pharmacist-led renewals. The session will also highlight barriers, best practices and strategies for integrating pharmacists more fully into the health care team to optimize access and efficiency.

Thursday, Oct. 2  
1:15 pm – 2:05 pm  
**Room CD**

## **Immunization Access and Coverage Rates in Oregon: The State of the State** **Kelly McDonald, MPH | Oregon Health Authority**

This presentation will provide an overview of Oregon's immunization system, where vaccines are available, how they're paid for, where (and why) we have gaps in access and what changes to our current system could be on the horizon. The session will also highlight the latest in vaccine coverage rates, the increase in non-medical exemptions to school required immunizations and recent vaccine-preventable disease outbreaks.

### **Concurrent Sessions**

Thursday, Oct. 2  
2:15 pm – 3:05 pm  
**Deschutes South**

## **Cracking the Code on Advanced RHC Coding and Billing** **Charles James, MBA | North American HMS**

This billing session will cover advanced concepts in RHC coding and billing. Charles will focus on challenging claim situations, including preventive services combined with sick visits, stand-alone versus same-day encounters, CPT II codes, behavioral health service integration and add-on codes. Additionally, we will discuss RHC revenue opportunities for 2026.

Thursday, Oct. 2  
2:15 pm – 3:05 pm  
**Main Room**

## **Building Cross-Sector Community Partnerships to Support Children in Rural Communities: A Look into the ACCESS Model**

**Karen Benson, MA | Oregon Center for Children and Youth with Special Health Needs (OCCYSHN)**  
**Olivia Nomura, BA | OCCYSHN**

Children in Oregon's rural communities experience greater adverse health outcomes due to workforce shortages, lack of care coordination, and distance to appropriate medical facilities. For rural families with young children seeking autism evaluation, delays in diagnosis can compound psycho-social stressors and increase overall service need. This presentation highlights the specific challenges faced by these families, and ways the ACCESS Project's cross-sector collaboration helps address long wait times to address equity of care across the state. In this session, participants will explore key benefits of cross sector-care collaboration, understand the ACCESS model as an example, and discuss opportunities for implementing strategies in their own rural communities.



Thursday, Oct. 2  
2:15 pm – 3:05 pm  
**Room AJ**

## **MA Apprentice and Pre-Apprentice Pipelines for Expanding Access to Care in Rural Southern Oregon**

**Bryan Fix | Sky Lakes Medical Center**

**Jessica Gross | Sky Lakes Medical Center**

Join Sky Lakes as they share their team-based primary care model that utilizes PAs, NPs and Medical Assistants to deliver team-based care to improve rural health outcomes and remove access barriers in rural populations. The approach includes a new residency program, apprenticeships conducted through in-house upskilling, and innovative high-school career and tech education programs. Learn more about how Sky Lakes is collaborating with community partners to expand access to care and build vibrant health care career pathways that will impact future generations.

Thursday, Oct. 2  
2:15 pm – 3:05 pm  
**Room CD**

## **Public/Private Co-Investment: Building Workforce Housing Through Cross-Sector Partnership**

**Greg Wolf, BA | iSector**

**Deb Flagan, BA | Hayden Homes**

**Michelle Jenck, MA | Adventist Health Tillamook**

Rural Oregon communities are facing a critical housing shortage that directly impacts their ability to recruit and retain workers. This session explores innovative co-investment strategies that bring together public, private and nonprofit sectors to address the rural housing crisis. Attendees will learn about real-world models where employers, developers and communities share risk, pool resources and create housing solutions that otherwise wouldn't be possible. We'll spotlight Tillamook County, where a hospital, school district and local businesses partnered to pre-lease units in a new housing development, thus improving the project's viability. We'll explore how similar partnerships can be replicated elsewhere, especially in areas where rural health providers are among the largest local employers.

Thursday, Oct. 2  
3:05 pm – 3:35 pm

## **Snack Break with our Partners**

Thursday, Oct. 2  
3:35 pm – 4:25 pm  
**Main Room**

## **Legislative Panel**

**Representative Rob Nosse | Oregon House of Representatives**

**Representative Cyrus Javadi | Oregon House of Representatives**

This will be a moderated discussion around the impact of federal changes to Oregon Medicaid and the impacts on health care in rural Oregon.

## **Friday, October 3**

Friday, Oct. 3  
8:30 am – 9:30 am  
**Downstairs**

## **Breakfast and Student Presentations**

**Jaclyn Roland-McGowan | AHEC Scholar**

**Kira Champelli | AHEC Scholar**

Friday, Oct. 3  
9:30 am – 3:30 pm  
**Downstairs**

## **Wellbeing Starts Local: A Practical Workshop for Rural Health Clinic Teams**

### **Hosted by Orchid Health**

Orchid has developed an operating model called Wellbeing Starts Local, and will share operating practices they have successfully used to lower avoidable ER use in rural communities, improve staff experience and retention while maintaining financial sustainability, and build shared dashboards that align teams. Attendees will learn how to apply immediate-use tools to their health care setting, work through hands-on exercises to solve real challenges, align priorities with data, and join peer discussions to trade practical ideas.

## **Concurrent Sessions**

Friday, Oct. 3  
9:40 am – 10:30 am  
**Main Room**

## **Workforce Wins: Solving Rural Health Care Access with Bold, Local Solutions**

### **Stephanie Hooper, BA | AGE+**

### **Veronica Irvin, PhD, MPH | Oregon State University**

Oregon's health care workforce faces growing barriers, particularly in rural and culturally responsive care. Social determinants of work (SDOW), the challenges workers navigate to thrive, further limit economic mobility and workforce sustainability. As the state's aging population rises, health inequities demand bold solutions. The answer: cross-sector collaboration with employers, post-secondary education institutions, healthcare providers, and communities. By embracing the 3 R's: retraining, retaining and rehiring (not retiring!), we can strengthen the workforce, improve health outcomes, and build resilient, age-friendly communities. This discussion will explore real-world strategies for lasting impact.

Friday, Oct. 3  
9:40 am – 10:30 am  
**Room AJ**

## **Coastal Resiliency: How a CAH Can Provide Community Refuge**

### **Erik Thorsen, MBA | Columbia Memorial Hospital**

### **Michelle Checkis, MBA | ZGF Architects LLP**

Columbia Memorial Hospital (CMH) is establishing a first-of-its-kind tsunami vertical evacuation shelter and critical access hospital all in one structure. The facility serves the Oregon North Coast and Lower Columbia Region, located within the Cascadia Subduction Zone XL Tsunami Inundation Area. In 2020, CMH landed on a plan to revitalize and expand on their existing hospital. CMH set exceptional goals: establish a tsunami resilient hospital in an inundation zone – and ensure the facility can operate as an official evacuation site. The project team has created a pathway for other health care organizations to follow, working without direct precedent to establish partnerships with emergency management entities, secure funding, and deliver unique solutions for coastal resilience.

Friday, Oct. 3  
9:40 am – 10:30 am  
**Room CD**

## **CHWs Improving Primary Care for Older Adults in Rural Oregon**

### **Jodi Ready, MD | Providence Hood River Internal Medicine**

Connected Care for Older Adults is an innovative community health workers (CHW) model that uses CHWs in partnership with primary care providers (PCPs) to improve care for frail older adults in rural areas. Through Connected Care, specially trained CHWs conduct a series of home visits with patients and families and implement

Connected Care protocols based on Age-Friendly Health Systems. As CHWs complete each protocol, they provide information and education to patients and families, connect them with existing community services, and relay important information about a patient's well-being and priorities back to the PCP. This session will provide quantitative data and anecdotal findings about the power of this model to improve primary care services and outcomes for at-risk older adult patients in rural areas.

## Concurrent Sessions

Friday, Oct. 3  
10:40 am – 11:30 am  
**Main Room**

### **Integrating Incentives in Rural Provider Compensation**

**Shad Ritchie, MHA | Stroudwater Associates**

Rural hospitals face unique challenges when recruiting and retaining physicians and advanced practice providers (APPs). Implementing effective incentive compensation models is a key strategy to enhance provider engagement, align organizational goals, and improve patient care—yet many rural facilities struggle with limited resources, data constraints, and market variability. This session will provide rural hospital leaders with a practical framework for designing and implementing incentive compensation programs tailored to rural settings. Using real-world case studies from critical access and small PPS hospitals, we will explore how organizations have successfully developed compensation plans that drive performance, support provider satisfaction, and maintain financial sustainability.

Friday, Oct. 3  
10:40 am – 11:30 am  
**Room AJ**

### **Breaking the Cycle: How Rural Hospitals Can Take Control of Financial Sustainability**

**John Wadsworth, MS | REDi Health**

Financial pressures are not only persisting—they're becoming more complex and harder to manage. Rural hospitals often feel backed into a corner, turning to reactive solutions like outsourcing revenue cycle management—frequently offshore—or adopting AI tools that don't align with their operational needs. But there's an alternative route: proactively integrating data-driven transparency into existing processes to regain financial control while preserving operational efficiency and community independence. This session offers practical, rural-focused solutions designed to move hospitals from defensive financial responses to proactive revenue management. Participants will leave equipped with actionable insights and practical training they can apply in their facilities, enhancing charge capture, optimizing denial management, and ensuring regulatory compliance without additional workload or reliance on expensive external solutions. This session supports long-term financial sustainability, enabling rural hospitals to reinvest in their communities and navigate ongoing economic pressures with confidence.

Friday, Oct. 3  
10:40 am – 11:30 am  
**Room CD**

### **Creating an Action Plan for Rural Maternal Health in Oregon**

**Silke Akerson, MPH | Oregon Perinatal Collaborative**

**Leonardo Pereira, MD | OHSU**

Maternal health can provide the foundation for strong, intergenerational community health in rural Oregon, yet many hospitals, clinics, providers, and other partners

struggle to sustain and improve their maternal health care. In this session, presenters will provide an overview of maternal health in Oregon, describe the findings from their 2024 visits with every birthing hospital in Oregon, and share practical strategies and open-access resources to improve maternal health care in rural Oregon.

## Concurrent Sessions

Friday, Oct. 3  
11:40 am – 12:30 pm  
**Main Room**

### **A Revolutionary Idea to Save Our Health Care Workforce**

**Michael Erickson, MHA | Yellowhawk Tribal Health Center, CTUIR**

On August 1, 2024, Yellowhawk Tribal Health Center apart of the Confederated Tribes of the Umatilla Indian Reservation after nearly a year in a half of research and preparation moved the whole organization to a 4-day 8hr shift work week or what we like to call the True 32. This momentous change came without any change to pay or benefits. This change was designed to achieve many different objectives and outcomes. This presentation will detail the year and half of research and preparation, followed by the year of implementation and lesson learned from implementation. This presentation also will cover the difficulties of recruitment in rural areas and even more difficult in Indian country and how the True 32 has assisted Yellowhawk in recruitment and retainment of staff.

Friday, Oct. 3  
11:40 am – 12:30 pm  
**Room AJ**

### **Reverse Integration: Embedding Primary Care within a Behavioral Health Center**

**Gabriel Andeen, MD, MPH | OHSU**

**Jen Reffel, PMHNP | Columbia Community Mental Health**

**Maria Palazeti, MD | OHSU**

An extensive body of literature has described a wide range of health disparities faced by patients suffering from serious mental illness (SMI). This vulnerable population experiences poorer health outcomes mediated by inadequate service provision, patient factors, and other social factors. In rural settings inadequate access to care and care coordination can exacerbate these disparities and challenges.

In 2019, Columbia Community Mental Health (CCMH), a Certified Community Behavioral Health Center (CCBHC) serving Columbia County, received federal grant funds to provide integrated on-site primary care for its SMI clients. Through an innovative community collaboration CCMH contracted with OHSU Family Medicine at Scappoose, a federally designated Rural Health Clinic, to provide on-site primary care. The “reverse integrated” primary care clinic at CCMH was launched as Creekside Primary Care Clinic. This presentation will describe the development of our integrated program, its operational structure, outcomes from the 2022 analysis, and facilitate discussion amongst stakeholders regarding the benefits and challenges of integrated primary care.

Friday, Oct. 3  
11:40 am – 12:30 pm  
**Room CD**

### **Implementing Fruit and Vegetable Prescription Programs in Rural and Remote Oregon: Strategies for Community-Wide Success**

**Marcie McMurphy, AA | EOCCO and GOBHI**

This presentation will explore the opportunities and challenges of implementing the Frontier Veggie Rx (FVRx) program in rural and frontier communities in Eastern Oregon. It will provide a comprehensive overview of the FVRx model, which enables

health care providers to prescribe fresh and frozen produce to individuals who identify as food insecure, and focus on how these programs can be operationalized in rural and frontier settings.

Friday, Oct. 3  
12:40 pm – 12:55 pm  
**Main Room**

**Closing Remarks and Prize Drawings**  
**Robert Duehmig | Oregon Office of Rural Health**