

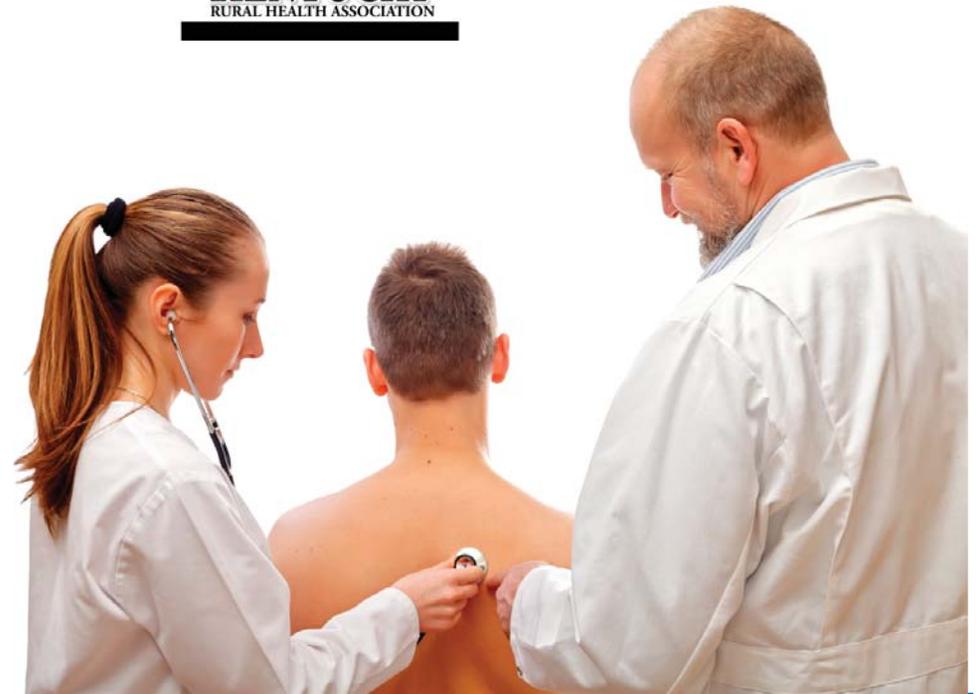


ABOUT THE KENTUCKY RURAL HEALTH ASSOCIATION

The Kentucky Rural Health Association (KRHA) is a state chapter of the National Rural Health Association (NRHA), a national nonprofit membership organization committed to providing leadership on rural health issues. The KRHA is dedicated to improving the health status of rural Kentuckians through education and advocacy.

The Rural Medical Educators (RME) Conference aims to foster collaboration, promote creativity, and generate new ideas in rural medical education. For more information about RME Conference or the KRHA, please visit www.kyrha.org.

2nd Annual Kentucky Rural Medical Educators Conference



Sept. 17 - 18, 2014

**Holiday Inn University Plaza
Bowling Green, KY**

Agenda

All times listed are Central Standard Time

Wednesday, September 17th

- 1:00 - 2:45 pm Keynote – Clinical Jazz: Experiential Education Based in Rural Places**
Dr. Randy Longenecker
- 2:45 - 3:00 pm BREAK**
- 3:00 - 4:00 pm** What is Scholarly Activity in Healthcare Education?
- 4:00 - 5:00 pm** Real-life Issues & Real-life Solutions in Rural Undergraduate Medical Education
- 5:00 - 5:30 pm BREAK**
- 5:30 - 7:30 pm** Networking Dinner & Program Reports

Thursday, September 18th

- 7:30 - 8:00 am Continental Breakfast**
- 8:00 - 9:00 am** Find & Win Grants! An Overview of Best Practices
- 9:00 - 9:15 am BREAK**
- 9:15 - 10:30 am** Rural Medical Student Campus Life: Madisonville/Morehead/Pikeville
- 10:30 - 11:30 am** Panel Discussion: Physician Recruitment & Workforce Trends
- 11:30 am - 12:00 pm Wrap-Up/Feedback/Future Planning**

12:00 pm **16th Annual Kentucky Rural Health Association Conference begins**

Disclosures & Disclaimers

Faculty Disclosure Statement:

All planners, speakers, authors, reviewers, and staff members involved with content development for continuing education activities sponsored by the Northeast Kentucky Area Health Education Center are expected to disclose any real or perceived conflict of interest related to the content of the activity. Detailed disclosures will be included in participant materials or given prior to the start of the activity. At the time of production, all individuals involved disclosed that they have nothing to disclose.

Disclaimer:

The Kentucky Rural Health Association and the Northeast Kentucky Area Health Education Center present this activity for educational purposes only. Participants are expected to utilize their own expertise and judgment while engaged in the practice of medicine. The content of the presentation is provided solely by presenter(s) who have been selected for presentations because of recognized expertise in their field.



Accreditation

The Northeast Kentucky Area Health Education Center is accredited by the Kentucky Medical Association (KMA) to sponsor continuing medical education for physicians.

The Kentucky Rural Health Association and the Northeast Kentucky AHEC designate this live activity for a **maximum of 7.0 AMA PRA Category 1 Credit(s)**. Physicians should only claim credit commensurate with the extent of their participation in the activity.

This activity is targeted toward physicians and other interested health care professionals. For successful completion of this continuing education activity, participants must sign the appropriate attendance roster, be present for requested time of the program, and complete and return the course evaluation before leaving.

A statement of credit will be issued within two weeks following completion of all required documentation for programs other than the Regularly Scheduled Series. **Maximum 7.0 contact hours available for credit.**

A Message from the President



On behalf of Kentucky Rural Health Association, I would like to welcome you to the 2nd Annual Rural Medical Educators Conference and thank you for taking time from your schedules to join us.

Our goal is to provide a forum where all partners can collaborate to maximize resources, and efforts, to better serve students, the medical community and the residents of Kentucky. KRHA continues to strive to better serve our membership and residents of Kentucky and is dedicated to improving the health status of rural Kentuckians through education opportunities, advocacy and diverse partnerships. Thanks to the committee for their vision and commitment to this event.

A handwritten signature in cursive script that reads "Sheri Erwin". The ink is a light grey or blue color.

Sheri Erwin, President
Kentucky Rural Health Association



9/17
1:00 pm

Keynote – Clinical Jazz: Experiential Education Based in Rural Places

Summary:

Following an introduction to the principles of place-based education, Clinical Jazz will be introduced as an example of experiential education in rural places, and will be demonstrated with audience volunteers. Participants will be able to implement this process in their own educational programs.

Learning Objectives:

- Outline the principles of place-based education.
- Articulate the benefits of a critical reflection group process in rural medical education.
- Describe early evidence for the effectiveness of this teaching method.
- Recall critical reflection groups with their home institutions.

Faculty:

Randall Longenecker, MD

Assistant Dean, Rural and Underserved Programs

Professor of Family Medicine

Ohio University

Randall Longenecker, MD, FAAFP, is professor of family medicine and assistant dean for rural and underserved programs at the Ohio University Heritage College of Osteopathic Medicine, in Athens, Ohio. He is a graduate of the University of Pennsylvania School of Medicine and family medicine residency at St. Mary's Hospital and Medical Center, Madison, WI. He practiced as a family physician in rural group practice in western Ohio from 1982 to 2013 and was program director of the Ohio State University Rural Program Family Medicine Residency/Rural Training Track from 1997-2012. Since September of 2010 he has been senior project advisor for the Rural Training Track Technical Assistance Program, and is now also the executive director of The RTT Collaborative, a newly established non-profit devoted to sustaining health professions education in rural places.

Registration



Visit

www.kyrha.org
to Register!

KRHA Members

KRHA Member RME Registration Only

\$75 USD (Registration for RME Conference only)

KRHA Member RME Registration with Annual Conference

\$35 USD (Registration for RME Conference IF registering with KRHA Annual Conference)

Non-Members

Non-Member RME Registration Only

\$100 USD (Registration for RME Conference only)

Non-Member RME Registration with Annual Conference

\$50 USD (Registration for RME Conference IF registering with KRHA Annual Conference)

If you require special services for this program, please indicate at time of registration or call 606.783.6431.

Conference Location:

Holiday Inn University Plaza

1021 Wilkinson Trace

Bowling Green, KY 42103

(888) 465-4329

Panel Discussion: Physician Recruitment & Workforce Trends

Faculty (continued):

Christopher Workman, MASW
Primary Care Organization Director
Kentucky Department for Public Health

Mr. Workman is the branch manager of Kentucky's Health Care Access Branch (HCAB) and the director of the federally designated Kentucky Primary Care Office (PCO) where he supervises 15 employees. Mr. Workman has a masters of arts in social work (MASW) from the University of Chicago with an emphasis on research and policy as well as a bachelor of science degree in social work (BSW) from Illinois State University. Mr. Workman is a macro level systems critical thinker with over 20 years of experience in program development, policy, and research in the private and public sectors fields including, public health, substance abuse prevention, child welfare, juvenile justice, and local government. Mr. Workman and his team at the Primary Care Office (PCO) are part of the federal safety-net whose function is to improve health workforce to underserved communities. Mr. Workman has been the PCO director for seven years working with Kentucky's federal and state safety net partners.

What is Scholarly Activity in Healthcare Education?

Summary:

Often, individuals view scholarly output as writing papers. Scholarly activity at its most basic form is sharing with others your experience so that their work can be improved. Familiarity with scholarly activity definitions will allow participants to see that they have something to offer their professional community.

Learning Objectives:

- Review scholarly activity definitions by accrediting bodies.
- Review methods for engaging in scholarly activity.
- Discuss options and barriers for scholarly work within rural environment.
- Discuss modalities for transforming successful methods into scholarly work.

Faculty:

Brent Wright, MD, MMM
Associate Dean for Rural Health Innovation
University of Louisville School of Medicine

Dr. Wright has served in rural medical education for over twelve years. Most recently he transitioned his role from residency director of the UofL/Glasgow Family Medicine residency program to associate dean for rural health innovation. In his new role with the University of Louisville he is responsible for community engagement with organizations throughout the Commonwealth of Kentucky. Dr. Wright continues as faculty of the Glasgow Residency and serves as medical director for the continuity clinic within the program. Dr. Wright has varied interests that include leadership training, innovation & entrepreneurship, and change within medical education.

Mike King, MD
Associate Professor, Residency Program Director
Department of Family & Community Medicine
University of Kentucky

Dr. King is an associate professor in family medicine and is also residency program director for the University of Kentucky Family Medicine Residency Program in Lexington as well as the Rural Track Program in Morehead, Kentucky. He previously served as the UK Family Medicine medical director of inpatient and outpatient services. He completed a faculty development fellowship and a masters in public health with a focus on health services management. His interests include clinical and system quality improvement, evidence based medicine, chronic disease management (specifically diabetes and cardiovascular disease), leadership development, primary care advocacy and health care system reform.

9/17
4:00 pm

Real-life Issues & Real-life Solutions in Rural Undergraduate Medical Education

Summary:

Presenters will discuss each rural campus' solution to common problems in educating rural students. Participants will become familiar with the approaches of the rural medical campuses.

Learning Objectives:

- Review the different approaches employed by Kentucky's three rural campuses to common problems in medical education.
- Contrast the different techniques employed to teach students depending on the affiliation of the training program.
- Compare the structures and techniques utilized to educate students in a non-academic setting.

Faculty:

Anthony Weaver, MD

Assistant Dean

University of Kentucky Rural Physician Leadership Program

Morehead Regional Site

Dr. Anthony Weaver attended undergraduate and medical school at Vanderbilt University in Nashville, Tennessee, graduating in 1983. Following a residency in internal medicine at the Medical College of Virginia, he entered private practice in Morehead in 1986. In 2003, he was hired to develop a hospitalist program at St. Claire Regional Medical Center. In 2008, he was promoted to associate professor of internal medicine at University of Kentucky, and assistant dean for the University of Kentucky College of Medicine, Morehead Campus; overseeing clinical experiences for 20 third- and fourth-year medical students. He currently serves as medical director of the University of Kentucky Physician Assistant Program, and medical director of the New Hope free clinic. Dr. Weaver hosts a weekly radio show covering health care research, "Health Matters," on Morehead State Public Radio.

R. Steve Fricker, MPA

Director of Rural Health/Student Affairs

University of Louisville School of Medicine

Trover Campus

Mr. Fricker is the director of rural/student affairs at the University School of Medicine Trover Campus at Baptist Health Madisonville. He has more than 30 years experience in health and social services and joined the Trover Campus in 2000.

Panel Discussion: Physician Recruitment & Workforce Trends

9/18
10:30 am

Summary:

Recent changes in HPSA designation and a radical shift in the desires of practicing physicians play a vital role in the recruitment of a strong rural medical workforce. This panel has the experience to convey what the changes are and how to address them.

Learning Objectives:

- Identify the changing landscape of physician recruitment in Kentucky, emphasizing rural practice.
- Describe Kentucky's Health Professional Shortage Areas (HPSA) and recent trends in designation requirements.
- Discuss the role of regional Area Health Education Centers (AHECs) in coordinating the recruitment of new physicians to medically underserved and HPSA designated locations.

Faculty:

Lucy Juett, MPH

Director

South Central Kentucky Area Health Education Center

Ms. Juett has been the director of the south central AHEC at Western Kentucky University since this AHEC was established in 1986. Prior to her work with AHEC, she was the executive director of Hospice of Bowling Green, Inc. for 5 years. She also has experience in long term care, public health and acute care.

Jan Hurst, MSPH, RN, BSN, FMSD, CMSR

Former Director Physician Placement Service (Retired)

University of Louisville School of Medicine

Jan Hurst originated and led the Physician Placement Service, a statewide recruitment and retention program, for the University of Louisville School of Medicine since 1990, until recently retiring. During this period, she was instrumental in founding and developing the National Recruitment and Retention Network, encouraging and training non-profit state-based entities to recruit medical professionals for rural and underserved populations. Jan had long tenure with Kentucky Area Health Education Center Program, including Professional Education Preparation Program. Service has included board member for Kentucky Primary Care Association, 3RNet, Kentucky Cancer Program, Kentucky League for Nursing, Kentucky Rural Health Association, KMA Workforce Committee and frequently presents on related subjects.

Faculty (continued):**William Betz, DO, MBA***Senior Associate Dean for Osteopathic Education
Kentucky College of Osteopathic Medicine
University of Pikeville*

William T. Betz, DO, MBA is the senior associate dean for osteopathic medical education and chair of the department of family medicine at the University of Pikeville Kentucky College Of Osteopathic Medicine (UPIKE-KYCOM). Dr. Betz previously served as the associate dean for clinical sciences and the G. Chad and Julianne Perry endowed chair of family medicine at KYCOM from 1998 to 2006. He rejoined KYCOM in April 2009. Prior to returning to Pikeville, Dr. Betz served as vice president/chief academic officer and the founding dean of the College of Osteopathic Medicine of the Pacific Northwest University of Health Sciences in Yakima Washington. Dr. Betz received his doctorate in osteopathic medicine at Kansas City University of Medicine and Bioscience, College of Osteopathic Medicine in 1981 and completed his postdoctoral education at Lakeside Hospital, Kansas City, Missouri. In 2004, Dr. Betz completed his masters in business administration (MBA) from the University of Tennessee – Knoxville. Prior to entering into academic medicine, Dr. Betz was in active clinical practice for sixteen years in family medicine and geriatrics in Kansas City MO. While in practice he served as the medical director for Crossroads Hospice of Kansas City and chair-elect to the board of trustees of the Missouri Patient Care Review Foundation. He is active in the American Osteopathic Association and the American College of Osteopathic Family Physicians and serves on the boards of the American Osteopathic Foundation and the American Osteopathic Board of Family Practice. Most recently, he received his distinguished fellow award from the American College of Osteopathic Family Physicians.

Faculty (continued):**Linda Dunatov, Ed.D.***Associate Dean for Student Affairs
Kentucky College of Osteopathic Medicine
University of Pikeville*

Dr. Linda J. Dunatov joined the Kentucky College of Osteopathic Medicine at the University of Pikeville as its associate dean for student affairs in 2009. She has nearly 20 years of experience in medical student affairs at both osteopathic and allopathic medical schools.

William Elder, PhD*Professor of Family and Community Medicine
University of Kentucky College of Medicine*

Dr. Elder is a clinical psychologist and professor in family and community medicine at the University of Kentucky. He directs the department's behavioral science curriculum, sees patients suffering a broad range of mental disorders and conducts research on pain treatment. In addition, he is involved in creation and leadership of multiple educational projects engaging communities beyond UK.

Carol Hustedde, PhD*Assistant Professor
Director of Community Medicine Education
University of Kentucky College of Medicine*

Carol Hustedde, PhD, is an assistant professor in the department of family and community medicine at the University of Kentucky. Dr. Hustedde directs educational initiatives as director of community medicine education for the new division of community medicine in the department. These initiatives serve learners across the continuum, from undergraduate students to practicing clinicians. Dr. Hustedde oversees the community medicine curriculum for the Western Kentucky Initiative (WKI), a program for medical students that offers a five-month, community-based training opportunity in three western Kentucky communities. Dr. Hustedde's main areas of interest are physician/community partnerships for improved health outcomes, training medical students and residents to care for the underserved, and rural health education.

Find & Win Grants! An Overview of Best Practices

Summary:

This interactive training will provide information about grant opportunities that can support operations, programs, and services that the health care provider may not be aware of. The training will also provide information on how to more efficiently and effectively search for funding, cutting down on the time needed to perform that activity.

Learning Objectives:

- Recall the process of grant writing.
- Identify potential sources of grant opportunities.
- Discuss grant writing tips and best practices.

Faculty:

Elizabeth Burton, MPA, EDFP
*Director, Business Development
 Marketing & Public Relations
 The Center for Rural Development*

Ms. Burton provides organizational development and grant writing training to government, education, healthcare and criminal justice organizations throughout the U.S. as CEO of PrimePoint, LLC. She is known nationally for her work with grant writing and management, and as a senior fellow with The Performance Institute, The Council for Nonprofit Innovation, and Thompson Publishing she has provide hundreds of grant and organizational development training programs to federal, state, and local government agencies, foundations and non-profit organizations. For three years she served as an examiner with the Baldrige National Quality Award program, the nation's only presidential award recognizing education, healthcare, and manufacturing organizations for extraordinary continuous improvement processes and results.

Rural Medical Student Campus Life: Madisonville/Morehead/Pikeville

Summary:

Representatives from all three campuses will inform participants of campus activities from each of the respective medical schools, and are encouraged to ask questions.

Learning Objectives:

- Review recent activities and initiatives from the University of Louisville Madisonville campus.
- Discuss recent activities and initiatives from the Kentucky College of Osteopathic Medicine, and compare them to the University of Louisville Madisonville campus.
- Review recent activities and initiatives from the University of Kentucky College of Medicine, and compare them to the Kentucky College of Osteopathic Medicine, and the University of Louisville Madisonville campus.

Faculty:

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