14th Annual
Kentucky Rural Health Association
Conference

Rural Health
is what moves us

August 16 & 17, 2012
Bowling Green, Kentucky
Objectives
At the end of this conference, participants will be able to:
- Build an overview of the state of rural health in Kentucky
- Inform participants of current initiatives to improve rural health services in Kentucky
- Provide a forum for participants to interact in order to gain a more thorough understanding of the impact of various programs and/or organizations on rural health
- Show participants how to become more skilled advocates for rural health at the local, regional and state levels
- Promote greater public awareness of rural health and rural health issues
- Increase understanding of rural health needs, policy issues and opportunities
- Encourage partnerships and identify opportunities for collaboration and policy issues

Notice: Presentations and speakers subject to change.

Target Audience
Physician, Physician Assistant, Dentistry, Respiratory, Nursing, Nurse Practitioner, Certified Health Educators and other interested healthcare professionals.

Attendance Requirement
Must stay for entire session and complete a written evaluation to be awarded contact hours

Posters & Exhibitors
If you are interested in presenting a poster contact David Gross at: DAGross@st-claire.org

If you want to become an exhibitor at this year’s conference please contact Sheri Erwin at: SheriL.Erwin@ky.gov

Special Needs
Please let us know if you have any special needs (i.e., physical, dietary etc).

Agenda

Thursday, August 16, 2012

10:00 am cst  Registration and Exhibits

11:00 - 11:30  Lunch & Welcome
Steve Fisher, KRHA President

11:30 - 12:15  Keynote Speaker
Terry Hill, Executive Director National Rural Health Resource Center

Mr. Hill has directed The Center since its inception in 1990. Terry has more than 29 years experience working with rural health care providers and communities. He leads all of the federally funded projects at the Center. Terry serves as Chair of the National Rural HIT Coalition and co-leads the HIT Regional Extension Center for MN and ND. He led the development of two rural health networks, the Community Health Information Collaborative (CHIC), a HRSA Office of Rural Health Rural Health Network grantee, and the Northern Lakes Health Consortium, a network of clinics, hospitals and long term care facilities in northeast MN.

12:15 - 12:45  Annual Meeting of Membership President’s Report & Awards

12:45 - 1:45  Kentucky Leading the Way in Panel Discussion
Electronic Health Record Adoption and Federal Incentive Money Paid
Polly Mullins-Bentley, Acting Executive Director Governor’s Office of Electronic Health Information Kentucky Cabinet for Health and Family Services

Ms. Mullins-Bentley will discuss the projects currently underway in her office, as well as the benefits and achievements to date of the Kentucky Health Information Exchange (KHIE).

Barry L. Little, MD, Physician Advisor Kentucky Regional Extension Center

Dr. Little will discuss the history and progress of the KY REC in assisting client hospitals in the adoption of electronic health records, meeting Meaningful Use requirements with those records, and receiving any incentive payments to which they are entitled.

Kayla D. Rose, MA, RRT, Executive Director Northeast Kentucky Regional Health Information Organization

Ms. Rose will discuss the history and progress of the NeKY RHIO in assisting clients in outpatient clinic settings in the adoption of electronic health records, meeting Meaningful Use requirements with those records, and receiving any incentive payments to which they are entitled.

2:00 - 2:15  Break & Exhibits

2:15 - 2:45  Poster Presentations
Take advantage of this intermission and spend time with our poster presenters as they demonstrate research and programming critical to the understanding and advancement of Kentucky’s rural health. Also, stop by and visit with our exhibitors who can share information especially tailored to rural health care.
Concurrent Sessions

2:45 - 3:45 pm cst

Session 1  Changing Landscape of Health Care In Kentucky
Jody Mitchell, Director Kentucky Voices for Health
Jodi Mitchell, the Director of Kentucky Voices for Health, a coalition of consumers and providers dedicated to improving the health of Kentuckians. Ms. Mitchell will share some Kentucky Voices for Health priorities and initiatives, and discuss the implementation of health reform in Kentucky. She will also discuss the coalition’s Managed Care principles.

Session 2  Integrated Health Care: A Collaborative System of Care
Michel Kadish, MSSW, LCSW, Ky. River Community Care Inc
Robin Gray, LCSW, Mountain Comprehensive Care Center Inc.
Dan Luchtefeld, PhD, The Adanta Group
Representatives from three Community Mental Health centers in southeastern Kentucky will examine health disparities experienced by individuals with behavioral health problems in eastern Kentucky and the need for an integrated system of health care that results in reduced rates of chronic illness.

Session 3  Cervical Cancer-Free: Kentucky’s Campaign to Improve Cervical Cancer Prevention and Education
Baretta Casey, MD, MPH, University of Kentucky College of Public Health and College of Medicine
Dr. Baretta Casey will describe the January 2012 “CasetheMovement” social medical campaign for CCFKY.

Session 4  Retention of Providers in Rural Kentucky
Jan Hurst, MSPH, RN, CMSR, FMSD
Jan Hurst of 3RNet will discuss factors leading candidates to join your staff and community -- and the often very different reasons they leave. Learn how to create a ‘workplace of choice’ to increase satisfaction and retention.

4:00-5:00  HPSA and MUA Update
Panel Discussion
Elizabeth Cobb, MPH, Ky. Vice President Health Policy, Kentucky Hospital Association
Andrea Adams, Primary Care Association
Steve Salt, Primary Care Organization
A panel discussion on the impact of any changes to the shortage area designation process and criteria on Kentucky and rural providers.

5:30-7:30  Reception
Corvette Museum
Transportation will be provided by the Barren River Adult Day Health Care

Continuing Education

Physician/PA/Nursing Home Administrator/Dentistry:
This program has been approved by the Southern KY AHEC for CME Credit and Dental Credit. The Southern KY AHEC is accredited by the Kentucky Medical Association (KMA) to sponsor continuing medical education for physicians. The Southern KY AHEC designates this continuing medical education activity for a maximum of six and one half (6) credits in AMA PRA Category 1 Credit(s)™.

Nursing: This program has been submitted to Rockcastle Regional Hospital for Nursing Credit. (Credit Pending)

Respiratory: This program has been submitted to the Kentucky Board for Respiratory Care for Credit. (Credit Pending)

CHES: This program has been submitted to the South Central AHEC for CHES Credit. (Credit Pending)

Pharmacy: This program has been submitted to the KY Board of Pharmacy for Pharmacy Credit. (Credit Pending)

Maximum 6 Hours
(Credit will be given on a per lecture basis)

This program is sponsored in part by:

GOLD
Blue and Company, LLC
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MEDITECH
M.S. Community Health, LLC dba Muhlenberg Medical Center
NextGen Healthcare
UK Center for Excellence in Rural Health
Ulrich Medical Concepts Inc.

SILVER
Hall, Render, Killian, Health & Lyman
Friday, August 17, 2012

6:30 am cst  
2 Mile KRHA Fun Run/Walk

8:00 - 8:30  
Registration and Exhibits

8:30 - 9:00  
Welcome/2013 Officers  
Steve Fisher, KRHA President

9:00 - 10:00  
Kentucky Medicaid MCO’s  
Panel Discussion  
Chakatoria Barron, Coventry Cares  
Michael Minor, Well Care  
Nancy Redmon, RN, CCM, CRRN, CPGCM, Kentucky Spirit Health Plan

A discussion that will provide the audience with an overview of Kentucky’s Medicaid managed care organizations.

10:00-10:30  
Rural Health Policy  
Brock Slabach, Vice President of Membership  
National Rural Health Association

Get an update on the most current rural health policy issues. Mr. Slabach will describe the hot issues, how they could impact you and how to get involved!

10:30 -10:45  
BREAK

10:45-11:30  
Legislative Update  
Susan Starling/Elizabeth Cobb  
KRHA Legislative Co-Chairs

Payment Information

Make check or money order payable to the KRHA & mail with your completed registration form.

Credit cards and paypal are accepted through online registration.

KRHA Members:  
Early Rate $85.00  
Late Rate $95.00

Non-Members:  
Early Rate $135.00  
Late Rate $145.00

Student:  
Members $45.00  
Non-Members $55.00

Send paper forms to:  
Ernie Scott  
Kentucky Office of Rural Health  
750 Morton Blvd.  
Hazard, KY 41701  
ernie.scott@uky.edu  
606-439-3557 Ext. 83689

Cancellation Policy

Cancellations made before August 10, 2012 will be charged a 30% administrative fee. Cancellations after this date and no-shows will not receive a refund.

Hotel Information

Holiday Inn University Plaza  
1021 Wilkinson Trace  
Bowling Green, KY 42103  
ph. (270) 745-0088  
www.hibowlinggreen.com

Conference Room Rate  
until July 16, 2012: $85.00  
Group Code: RUA  
(to receive the KRHA discount)

Registration

NAME ______________________________________________

First	MI	Last	Suffix

SS#     *** -**-________      LIC#_______________________  
(Nursing Only - Required)                                      (Required)

ADDRESS ____________________________________________

CITY_______________________STATE_____ZIP_____________

PHONE#(H)_____________ (B)______________(C)__________

Organization __________________E-MAIL__________________

Credit Needed: (Check all that apply)  
_____Physician _____Nurse Practitioner _____Nursing _____PA  
_____Dentistry _____Respiratory _____ CHES _____ Pharmacy

Attending: _____2 Mile Fun Run/Walk _____Reception Corvette Museum

Or register online at: www.kyrha.org