

14th Annual
Kentucky Rural Health Association
Conference



Rural Health
is what moves us



August 16 & 17, 2012
Bowling Green, Kentucky

Agenda

All times central

Thursday, August 16, 2012

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).

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
Panel Discussion

**Kentucky Leading the Way in
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**
Micheal 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
3RNET

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 not provided

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:
Blue & Co., LLC
&
M.S. Community Health, LLC dba Muhlenburg Medical Center



Hotel Information

Holiday Inn University Plaza
1021 Wilinon 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)

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.

Agenda

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

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