

2018 Annual Educational Conference

Register at www.ilruralhealth.org • (217) 280-0206



ILLINOIS RURAL HEALTH ASSOCIATION 29th Annual Educational Conference

“Breaking Down Barriers to Success”

Highlights include:

- **Federal Rural Health Update**
- **Emergency Preparedness Plan Compliance**
- **Using Telehealth to Combat the Opioid Crisis**
- **Overcoming Rural Recruitment Challenges**
- **Rural Health Clinic Compliance Track ..and more!**



August 8-9, 2018

Hilton Garden Inn · Champaign

SCHEDULE AT A GLANCE

WEDNESDAY, AUGUST 8TH

8:00 – 10:45 a.m. – Exhibitor Set-Up

11:00 a.m. – Exhibit Time, Box Lunch & Registration

12:30 p.m. – Opening Session - Annual Meeting & Best Practices in
Rural Health Leadership

2:00 -2:45 p.m. – A SESSIONS

2:45 - 3:00 p.m. – Break & Exhibit Time

3:00 - 3:45 p.m. – B SESSIONS

4:00 - 4:45 p.m. – C SESSIONS

5:30 - 7:30 p.m. – Networking Reception – Papa Del’s, Complimentary drinks & buffet

8:15 - 11:00 p.m. - “Conference After Party” with Comedian at Clark Bar’s Beer Garden
Complimentary drinks & snacks

THURSDAY, AUGUST 9th

8:00 – 9:00 a.m. Breakfast Buffet & Exhibit Time

9:00 a.m. – National Rural Health Association Federal Update

10:00 a.m. - Door Prize Drawings & Exhibitor Tear Down

10:15 – 11:00 a.m. – D SESSIONS

11:05 - 11:50 a.m. – E SESSIONS

Noon - 1:20 p.m. – Annual Healthcare Awards Luncheon

1:20 - 2:00 p.m. - Closing General Session

All attendees and exhibitors invited to all meals and receptions.

*Hilton Garden Inn (217) 352-9970 has rooms for \$112 using code IRHA18 until July 8, 2018.



Illinois Rural Health Association

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Darien, IL 60561

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**IRHA ANNUAL EDUCATIONAL CONFERENCE AUG. 8-9th, 2018
HILTON GARDEN INN* in CHAMPAIGN - REGISTER ONLINE at
www.ilruralhealth.org**

Name: _____ **Organization:** _____

Address: _____

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Title _____ **Check enclosed:** ☐

Credit Card #: _____ **Expiration Date:** _____

_____ **Gold Sponsor: \$6,000 - Umbrella/Tote Bag Sponsor** includes choice of logo on umbrella or tote bag for each participant. Booth, announcement at opening and closing sessions, full page program ad, 5 registrations/5 annual memberships, name on welcoming banner, website/newsletter recognition.

_____ **Silver Sponsor: \$3,000 - Meal Sponsor** includes signage and announcement at meal, booth, 3 conference registrations/3 annual memberships, full page program ad, and website and newsletter recognition.

_____ **Bronze Sponsor \$1,500 - Break Sponsor** includes booth - 3 conference registrations/3 annual memberships, year memberships, signage at breaks, ½ page program ad, and website/newsletter recognition.

_____ **Patron Sponsor \$1,000** - includes booth, 3 conference registrations/annual memberships, ½ page program ad and website/newsletter recognition

_____ **For Profit -Vendor: \$800 (\$700 if only one attendee)** - Includes booth and 2 registrations, 2 annual memberships, program/website/newsletter recognition.

_____ **Non-for profit Vendor - \$600** - Includes booth, 1 registration, 1 annual membership and program/website/newsletter recognition.

_____ **EVENING SOCIAL SPONSOR \$300.** Includes name & logo in program/flyer, website, and signage at event and announcement at general sessions.

_____ Full page program ad - \$500 _____ 1/2 Page Program ad - \$250

_____ **Individual Registration-Member: \$185**

_____ **Non-Member: \$240 (includes 12 month membership)**

***Hilton Garden Inn 217-352-9970 has rooms available at a discounted rate of \$112 using code IRHA18 until 07/08/18.**

WEDNESDAY, AUGUST 8

8:00 a.m. – 10:45 a.m. – Exhibitor Set-Up

11:00 a.m. – Exhibit Time, Box Lunch & Registration

12:30 p.m. – Opening Session - Annual Meeting & Best Practices in Rural Health Leadership

2:00-2:45 P.M. • Concurrent Sessions A

A-1

How HIM & PFS Can Collaborate to Improve Revenue Cycle Efficiency

Sue York OS, Inc.

Diminishing profit margins and an increased pressure to perform make organizational issues like interdepartmental communication and siloed work cultures unacceptable. Fortunately, the results show that by promoting collaboration, raising departmental awareness and assigning accountability - hospitals will see the benefits of improved business processes in their accounts receivables.

A-2

Basic Best Practices in Cybersecurity

Ed Brennan, NH-ISAC (National Health Information Sharing and Analysis Center)

In protecting systems from cyber-attack, an understanding of the Cyber Threat Landscape including methods and motivations attackers use in compromising healthcare organizations is absolutely necessary. Participants will gain a better understanding of Business Email Compromise (BEC), which target healthcare organizations in increasing numbers and is rapidly becoming the method of choice for penetration into systems resulting in loss of data, breaches and damage to reputation. Participants will also learn how they can gain access to complimentary services from HHS that can support the ability of the HPH Sector to share information about cyber threats.

A-3

Making Illinois Safer: Identifying your Role in Injury, Violence, and Suicide Prevention

Jennifer Martin, MSW, Illinois Department of Public Health

The Illinois Department of Public Health, with the support of the Illinois Partnership for Safety, developed the Making Illinois Safer 2018-2022 State Strategic Plan to Prevent Injury, Violence, and Suicide Prevention this year. This workshop will focus on providing an overview of the plan and planning process. Participants will have the opportunity to engage in dialogue and discussions with their peers and the presenter to identify ways which their organization can participate in prevention efforts.



WEDNESDAY, AUGUST 8 (CONTINUED)

2:00-2:45 P.M. • Concurrent Sessions A (Cont.)

A-4

Elements of An Emergency Plan & Annual Review Requirements

Robin Veltkamp, RHC Quality Assurance & Education Health Services Associates, Inc.

Effective November 2017, 17 types of medical practices are mandated to implement an Emergency Preparedness Plan. This workshop will review the elements of an EP plan and how to assure that the plan is effective and that the annual review is completed. This will also discuss the appropriate integration concepts for hospital clinics.

2:45 - 3:00 p.m. – Break & Exhibit Time

3:00-3:45 P.M. • Concurrent Sessions B

B-1

Project ECHO (Extension for Community Healthcare Outcomes): Tackling Hypertension and Opioids in Rural Illinois

Adam Kohlrus, CPHQ, CPPS, Illinois Health and Hospital Association

Illinois Health & Hospital Association (IHA), under the Great Lakes Partners for Patients HIIN, has established a hub-and-spoke team based on the ECHO project. IHA has partnered with Southern Illinois University School of Medicine (SIU) to disseminate ECHO. The ECHO team has effectively and efficiently case managed Resistant Hypertension patients in Central and Southern Illinois led by a multidisciplinary clinical team from the SIU School of Medicine. The team has provided specialized medical knowledge and best practices to hospital clinicians, primary care physicians (PCPs) and Federally Qualified Health Centers (FQHCs) based on Project ECHO's hub-and-spoke model. Hypertension and Opioid Hubs will be highlighted during this presentation, which rural clinicians can plug into at no cost.

B-2

Crack The Communication Code: Words That Work

Mary Shores, Founder and CEO, Midstate Collection Solutions, Inc.

This isn't just a workshop—it's a game-changer. Join Mary Shores by immersing yourself in the world of communications and customer service that will transform the way you think about the patient experience. Mary's innovative three-step strategy is based on evidence-backed research, and has served as the foundation for her award-winning Hay House book, *Conscious Communications*. Turn your learning into action so you can attack business challenges, sharpen your focus, and make a lasting mark in your community. Today is the day to shift your mindset and harness the power of your words to unlock your clinic's true potential.

WEDNESDAY, AUGUST 8 (CONTINUED)

3:00-3:45 P.M. • Concurrent Sessions B (Cont.)

B-3

Technology Enabled Approaches to the Opioid Crisis

Nina Antoniotti, RN, MBA, PhD, SIU Medicine

Specialty care is the focus of most Telehealth initiatives. Yet, few programs have been able to develop the necessary backbone of clinical expertise, operational procedures, and legal and regulatory understanding to build a comprehensive Telehealth specialty program. Nowhere is this implementation process more important to communities than when tackling the opioid crisis. This workshop covers identification, planning and implementation, and clinical outcomes for opioid addiction treatment delivered via Telehealth.

B-4

RHC Policies & Procedures

Charles James, MBA, CEO, North American Healthcare Management Services

This session will review the components of the RHC Policy and Procedure Manual, and documentation requirements for each component of the federal RHC regulation. Annual documentation requirements to meet RHC surveyor expectations will be. We will also discuss how to reconcile clinic policies with those of larger parent organizations. Emergency preparation policies and documentation will be discussed as well.

3:45 - 4:00 p.m. – Break & Exhibit Time

4:00-4:45 P.M. • Concurrent Sessions C

C-1

Southern Illinois Collaborative for Innovative Care Coordination: Phase I – Community Paramedicine Planning

Dennis Presley, MPA, SIU School of Medicine – Center for Rural Health & Social Service Development

Upon receiving a HRSA-FORHP Rural Health Network Development Planning Program grant (SSM Good Samaritan Regional Health Center in Mt. Vernon as the grantee), the SIU Center for Rural Health & Social Service Development and Project Director Dennis Presley organized entities in southern/southeastern Illinois to form a new rural health network over six (6) Illinois counties, comprised of five (5) hospitals, five (5) EMS agencies, and a mass transit district. The new network, Southern Illinois Collaborative for Innovative Care Coordination (SICICC), is initially planning a wide-scale, ambitious community paramedicine program as its first resource-sharing, inter-organization project, which is currently completing the planning phase.

WEDNESDAY, AUGUST 8 (CONTINUED)

4:00-4:45 P.M. • Concurrent Sessions C (Cont.)

C-2

Cancer Prevention Through HPV Vaccination

Caleb Nehring, MBA and Brooke Miller, MPAS, PA-C, American Cancer Society

With the HPV vaccine, you have the power to prevent cancer, yet HPV vaccination rates lag behind those of other preteen vaccines. HPV causes about 31,500 cases of cancer in men and women each year in the U.S. Nearly all cases of cervical cancer are caused by HPV, and the virus also causes many cancers of the vagina, vulva, penis, anus, and oropharynx. Missed opportunities for vaccination contribute to low HPV vaccination rates. A high-quality recommendation from a clinician is a powerful motivator of HPV vaccine acceptance, but many clinicians deliver the HPV vaccine recommendation hesitantly, late, or not at all.

C-3

Tabletop Emergency Preparedness Exercise

Robin Veltkamp, RHC Quality Assurance & Education Health Services Associates, Inc.

This workshop will take participants through a Tabletop Exercise that will meet EP requirements. Participants will participate and learn key elements in conducting an EP tabletop drill for staff.

C-4

Why VoIP is Needed for 21st Century Healthcare

Reid Freeman, TeleQuality Communications

This presentation will explain why integrating voice/phone services through data network services and moving away from outdated POTs networks is the best method for healthcare providers in the 21st century healthcare environment. In this session, attendees will take away how VoIP services can simplify billing and HCP budgeting concerns, learn about new voice features that are targeted exclusively for healthcare, and much more.



IRHA 29th ANNUAL EDUCATIONAL CONFERENCE NETWORKING RECEPTIONS



5:30 - 7:30 p.m. - Papa Del's
1201 S. Neil in Champaign
(3 blocks north of Conference)
Complimentary drinks & buffet



8:15 - 11:00 p.m. – “After-Party Under the Stars”
with Live Comedian

The Clark Bar's Outdoor Beer Garden
207 W. Clark in Champaign
Complimentary drinks & snacks

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THURSDAY, AUGUST 9

8:00 a.m. – 9:00 a.m. Breakfast Buffet & Exhibit Time
9:00 a.m. – National Rural Health Association Federal Update

10:15-11:00 A.M. • Concurrent Sessions D

D-1

Strategies for a Welcoming Age-Friendly Health Clinic

Elaine Jurkoski, MSW, PhD, SIU School of Social Work

Over the past 3 years, the SIU School of Medicine's Family and Community Medicine Carbondale, SIU School of Social Work and Shawnee Health Care have partnered with Rush University on a HRSA Geriatric Workforce Enhancement Program grant to improve primary care for older adults with the CATCH-ON program. This panel provide information for creating a welcoming clinic, improving the experience of care for older adults, and improving the quality of clinical care for older adults by addressing the 4Ms: What Matters, Mobility, Medications and Mentation.

D-2

NFPA Standards Update: Active Shooter

Diane Logsdon, IPEM, The Logsdon Group

The NFPA3000 states that if you are a "facility manager, you need to be involved in the creation of an active shooter/ hostile event response plan, integrate the plan with your response community, and train all personnel on the plan." This session will discuss the proposed standard (which may be in place before Conference) and potential implications for the emergency and disaster planning and policy groups in healthcare.

D-3

Overcoming Recruitment Challenges in Rural Areas

Greg Doersching, PP COO, NP Now-The Nurse Practitioner Search Firm

This presentation will cover the most effective ways to recruit 'hard to find' medical providers (and other staff members) into rural areas. NP Now has built its business around recruiting NPs into rural areas of all 50 states. The 7 Best Channels to Recruit NPs, PAs and MDs into rural areas will be covered.

11:05-11:50 A.M. • Concurrent Sessions E

E-1

Building Healthy Illinois Rural Communities – Regional Approaches to Population Health

Heather Westrick, MBA, CMPE, CCRP, SIU School of Medicine, Office of Population Science and Policy

SIU Medicine's Office of Population Science and Policy, a new, innovative research and policy organization aiming to improve health outcomes in central and southern Illinois, is building Healthy Illinois Rural Communities. Our session will introduce the Office's methodology to improve our region's health; showcase efforts in our science, policy and social innovation divisions; and discuss the launch of innovative pilot programs across the service region.

THURSDAY, AUGUST 9 (CONT.)

11:05-11:50 A.M. • Concurrent Sessions E (Cont.)

E-2

Best Practice: Employee Wellness

Andrew Buffenbarger, MBA, FACHE, Kirby Medical Center

This presentation is designed to enhance participant's knowledge of employee wellness programs through a combined presentation and interactive discussion using Kirby Medical Center's employee wellness program as the subject of focus. Our experience includes several years of employee health metrics, employee engagement results, patient satisfaction, and a new corporate wellness service line. We will connect employee wellness with hospital performance and describe a growing trend in corporate wellness as a service line.

E-3

RHC Survey & Certification

Charles James, MBA, CEO, North American Healthcare Management Services

This session will provide an overview of RHC Survey and Certification requirements for 2018. We will discuss how prospective clinics hoping to become RHCs will be surveyed versus what existing/long-time RHCs can expect. Activities designed to maintain readiness at all times for RHC survey will be this session's main focus.

Noon - 1:20 P.M. • Annual Healthcare Awards Luncheon

1:20—2:00 P.M. • Closing General Session

Health Choice Illinois Panel Discussion

Ken Ryan, VP Member Advocacy, IL State Medical Society

Health Choice Illinois, is the new initiative which expands Medicaid managed care to all counties in the state. This process that has left many practices and patients somewhat confused and uncertain. This Panel Discussion will discuss a recap of the program's objectives and rollout including MCO Plan Options, assignment versus choice, provider contracting with plans, access to plan policies and procedures, access and adequacy, billing, credentialing, drug manuals, prior authorization, etc.



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