

2023 Annual Educational Conference

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



ILLINOIS RURAL HEALTH ASSOCIATION 34th Annual Educational Conference

August 9-10, 2023

I-Hotel in Champaign

Highlights include:

- The Top Ten HIPAA Cybersecurity Violations
- Federal Rural Health Update
- Implementing Facility-wide Telemedicine Technology
- Mental Health in Rural Communities
- RHC Accreditation and Provider Enrollment

...and much more!



SCHEDULE AT A GLANCE

WEDNESDAY, AUGUST 9

8:30 am to 10:30 am – Exhibitor Set -Up

10:45 am – Attendee Check-In and Vendor Visits

Noon – Sit Down Luncheon & Annual Meeting

12:45 pm – **Federal Rural Health Update**

Keynote Speaker Brock Slabach, COO National Rural Health Association

2:30 pm – Concurrent Sessions A

3:30 pm – Concurrent Sessions B

4:30 pm – Concurrent Sessions C

6:00 pm—Evening Networking Reception at Farren’s Pub & Eatery

THURSDAY, AUGUST 10

8:15 to 9:15 am – Vendor Visits & Breakfast

9:15 am – Raffle & Vendor Tear Down

9:45 am – Concurrent Sessions D

10:45 am – Concurrent Sessions E

11:45 am – Box Lunch to Go

All attendees and exhibitors invited to all meals and receptions.

*I-Hotel (217-819-5000) has King sized rooms for \$139 and double queen for \$149 but they sell out quick under Block IRHA23 so reserve yours ASAP.



Illinois Rural Health Association

Phone: (217) 280-0206

www.ilruralhealth.org • staff@ilruralhealth.org



9211 Waterfall Glen Blvd. | Darien, IL 60561

217-280-0206 staff@ilruralhealth.org

IRHA 34th ANNUAL EDUCATIONAL CONFERENCE

Aug. 9-10th at the I-HOTEL -Champaign*

Register at www.ilruralhealth.org

____ **Gold Sponsor: \$6,000 - Umbrella/Tote Bag Sponsor** includes choice of logo on umbrella or tote bag for each participant. Exhibit space, 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, exhibit space, 3 conference registrations/3 annual memberships, full page program ad, and website and newsletter recognition.

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

____ **For Profit -Exhibitor: \$1,000** - Includes exhibit space and up to 2 registrations, 2 annual memberships, program/website/newsletter recognition.

____ **Non-For Profit Exhibitor - \$700** - Includes exhibit space, 1 registration, 1 annual membership and program/website/newsletter recognition.

____ **Full Page Program Ad - \$500** (includes one registration/membership)

____ **Individual Registration-Member: \$200**

____ **Non-Member: \$250 (includes 12 month membership)**

____ **Student: \$50 (currently enrolled in full-time program)**

List name of school/program _____

****I-Hotel (217-819-5000) has King sized rooms for \$139 and double queen for \$149 but they sell out quick under Block IRHA23 so reserve yours ASAP.***

GENERAL SESSION SPEAKER

Keynote Address



Wednesday, August 9th

12:45 p.m.

**“Federal Rural Health Update” Keynote Presentation
Brock Slabach, National Rural Health Association COO**

WEDNESDAY, AUGUST 9TH

8:30-10:30 a.m. Vendor Set-up

10:45-Noon - Check-In & Vendor Visits

Noon - Sit Down Awards Luncheon & Annual Meeting

12:45 P.M. • Federal Rural Health Update

Keynote Speaker Brock Slabach, COO National Rural Health Association

2:30 P.M. • Concurrent Sessions A

A-1

Mental Illness in Rural Seniors: Needs, Barriers, and Potential Treatment Options

Kenna Dunlap Johnson, MBA, MSW, LCSW

UltraGroup Healthcare; University of Illinois at Urbana Champaign

Rural communities and healthcare organizations face challenges when trying to address the needs of mental health for community members. The older adult population is at heightened risk for mental health challenges. Rural healthcare stakeholders should be aware of the needs of this vulnerable population as well as ways to address those needs within rural health systems and communities.

A-2

Addressing the 2023 Top Ten HIPAA Cybersecurity Violations List

Carole Crawford, MBA/Principal/COO

The Saturn Partners, Inc.

In December, the HHS Office of Civil Rights, Centers for Medicare and Medicaid as well as the FTC compiled the top ten HIPAA violations, certain to trigger an audit for the unprepared hospitals. We wish to address the ten with expansion on recognition of each; remediation of each, to 'harden and tighten up' the cybersecurity structure to avoid these in the future.

A-3

Opioid Overdose Awareness & Prevention in Rural Illinois

Imran Mohammed, BS

Center for Rural Health and Social Service Development, Southern Illinois University Carbondale

The work and findings of the SIU's Overdose Awareness Campaign in rural communities in southern Illinois will be discussed, including the use of naloxone to reverse opioid overdose. The Campaign has done over 15 opioid overdose trainings to the general public, businesses and health departments and distributed over 800 units of naloxone at the events.

WEDNESDAY, AUGUST 9TH (CONTINUED)

3:30 P.M. • Concurrent Sessions B

B-1

Value-Based Care for RHCs

Charles James, CEO/President

North American Healthcare Management Services

This session will discuss how Value-Based Care applies to Rural Health Clinics. There are important revenue cycle implications for RHCs due to their differences with fee-for-service providers. This session will address these considerations as well as common misconceptions about RHCs and Value-Based Care. We will review how 2023 policy efforts underscore the importance of integrating quality-based activities in RHCs.

B-2

Swimming Upstream: Reexamining the Social Determinants of Health in Rural America

Zachary Benedict, President

MKM architecture + design

Less than twenty percent of population health drivers are a result of clinical care or our genetic makeup. The remaining determinates result from the socio-economic factors that frame our everyday lives. This presentation will discuss how healthcare providers can inform a new economic development model aimed at creating lifelong communities whose effectiveness is measured by their ability to provide a refined understanding of social interaction and a sense of communal belonging. It's a discussion that is becoming increasingly critical in rural communities and one that healthcare leaders will be encouraged to lead at the local level.

B-3

Role of Performance Improvement Coach and Workflow Transformation

Angie Jochem, BS

Illinois Rural Community Care Organization (IRCCO)

This presentation will review the role of process improvement coaches and workflow transformation in Rural Healthcare. It will include the implementation process and baseline assessments as well as opportunities, barriers, challenges, and successes. It will show the benefits of collaboration and sharing of best practices and resources. It will reflect upon the work being done to accomplish improved processes, improved clinical outcomes, decreased PMPM spend, increased patient and staff satisfaction as well as increased ROI for ACO member hospitals, and ultimately the benefit of shared savings.

WEDNESDAY, AUGUST 9TH (CONTINUED)

3:30 P.M. • Concurrent Sessions B

B-4

Behavioral Health Care Implementation in Rural America: Policy vs. Reality

Renee Schulte, MA, LMHC

Rural Policy Partners

The speakers in this session will address the challenges between the policy as designed and written by policymakers and government employees and implementation realities. Examples include but are not limited to evidence-based practices in writing versus reality; workforce suggestions for improvement versus lack of employees; transportation coastal ideas versus rural and remote realities; and desire of luring new practitioners to rural America versus utilizing telehealth to increase access for specialty care.

4:30 P.M. • Concurrent Sessions C

C-1

The Importance of Medicare Annual Wellness Visits

Megan Meier, BS

Illinois Rural Community Care Organization (IRCCO)

This presentation will cover the value Medicare Annual Wellness visits provide for patients and providers. Such as looking into the benefits of having an AWV for patient health including planned care, patient engagement, and identified gaps in care. Also examining the benefits for providers or clinics in which AWVs help capture quality measures, HCC codes, and improves overall population health.

C-2

Vaccine Coverage in Illinois: Partnering for Solutions

LaDaryl Hale, BS

Illinois Department of Public Health

In Illinois rural communities continue to have lower immunization coverage rates and poorer health outcomes than urban areas. This presentation will review current immunization coverage rates in Illinois. Identify barriers to immunizations as a first step in developing programmatic solutions aimed towards closing the vaccination gap between urban and rural populations. Provide solutions for rural healthcare providers to resources and how leveraging support can be key to changing barriers into opportunities.

WEDNESDAY, AUGUST 9TH (CONTINUED)

4:30 P.M. • Concurrent Sessions C

C-3

Applying Fluoride Varnish in Primary Care Settings

William Frese, MD, MPH, FAAP, Illinois Chapter American Academy of Pediatrics

This training provides tools and guidance for primary care providers and their staff around oral health best practices for pediatric patients and their families. Upon completion of this training, participants will be able to: Describe the pathogenesis of Early Childhood Caries (ECC) and its associated risks; Conduct oral health screenings and apply fluoride varnish; Provide anticipatory guidance to families and make referrals to a dental home when necessary.

C-4

How the AHEC Scholars Program Can Benefit your Recruitment and Retention Efforts

Elizabeth Squires, MPH, MCHES

National Center for Rural Health Professions

This presentation will provide an overview of the IL AHEC Scholars program and how it is an excellent credential to see on employment applications. IL AHEC Scholars is part of a national HRSA program designed to prepare students for the challenges and opportunities facing today's healthcare professions. Participants complete 40 hours of online classroom training and 40 hours of in-person community-based experiences each year for two years. These experiences include shadowing and internships in addition to any clinical requirements. All are designed to give students in-depth healthcare knowledge and a diverse set of skills to be workforce ready at graduation and ensure career success.



***Special Thanks to
Our Evening Networking Reception Sponsors***



***Special Thanks to
Our Evening Reception Sponsors***



**IRHA 33rd ANNUAL EDUCATIONAL CONFERENCE EVENING
NETWORKING RECEPTION**



**Wednesday
August 9
6:00 - 8:30 P.M.**



**Complimentary
Dinner & Drinks
Farren's Pub & Eatery
117 N. Walnut
Champaign**



**T R I V I A
Night**

THURSDAY, AUGUST 10TH

8:15-9:15 A.M. Breakfast Buffet & Vendor Visits

9:15 A.M. Raffle Drawing & Vendor Tear Down

9:45 A.M. • Concurrent Sessions D

D-1

RHC Accreditation and Provider Enrollment Process / Timeline

Charles James, CEO/President, North American Healthcare Management Services

This presentation will review the entire RHC Accreditation Process. We will review considerations for establishing a Rural Health Clinic, from formation of the entity through approval for Medicaid Managed Care reimbursement as an RHC. Each step of the process will be reviewed and a timeline established from start to finish. We will review provider enrollment, NPI enumeration, the RHC Application process and "flow chart" of agencies involved in the process. We will distinguish between Changes of Ownership, Changes of Information and RHC Termination (as a last resort!). We will discuss provider enrollment for the various RHCs and Non-RHC payers.

D-2

Caring for a Seriously Ill Child in their Home Community

Kristin James, LCPC

*Executive Director, Pediatrics, The Hospice and Palliative Care Foundation
Greater Illinois Pediatric Palliative Care Coalition*

Join us for this opportunity to learn about new state programming for pediatric palliative care services and home-based support to help improve quality of life for the entire family while caring for a seriously ill child. In rural communities, it becomes even more important to develop a network of support for hospital to home collaboration and confidence in caring for children. Parents will also share their stories and powerful experience of partnering with community-based teams to help keep their kids at home during their journey for caring for their seriously ill child.

D-3

Building Healthier Communities through Community Health Worker Teams

Tracey Smith, DNP, PHCNS-BC, MS, Illinois Public Health Association

During this presentation the audience will learn about the value of community health workers (CHWs), their roles, and how they can change the trajectory of community health in your area. This presentation will cover best practices for incorporating CHWs into your health care system while addressing barriers that may exist and ways to overcome those barriers. An update on where Illinois is in the process of certifying and reimbursing for CHWs, current grant funding, and training programs available in Illinois. The IPHA CHW Capacity Building Center will be discussed, and resources shared.

THURSDAY, AUGUST 10TH (CONTINUED)

10:45 A.M. • Concurrent Sessions E

E-1

Lessons Learned: Implementing Facility-wide Telemedicine Technology

Julie Edwards Baumann, MBA

Madelyn Bennett, BBA, PMP

Carle Health System

Carle was awarded its first USDA DLT grant to implement telemedicine solutions in 30 inpatient rooms at Carle Richland Memorial Hospital. This telemedicine technology, now available throughout CRMH to bring providers bedside, are used to connect CRMH rural patients to resources at Carle Foundation Hospital, including Critical Care, Palliative and other clinical services, to help keep CRMH patients in their local community for care. This presentation will discuss the details of planning a facility-wide telemedicine project and lessons learned.

E-2

Mental Health in Rural Communities- Helping Students Cope

Meg Tomlins, MPH, BSN RN

University of Illinois at Chicago, College of Nursing

Due to a shortage of mental health providers in rural communities, students of all ages who are struggling with mental health issues may not be able to access care that they need. Innovative solutions are necessary, and evidence suggests that school-based solutions can be very effective. This presentation will review the state of mental health of students, identify ways to partner with schools to support kids, and offer an evidence-based, cost-effective solution to improve students' mental health with coping skills training.

E-3

Lip Service or Full Service

Diane Logsdon, IPEM

The Logsdon Group

In the world of emergency and disaster response, we often speak to and train on self-care and team care. But have we institutionalized this or are we just giving them "lip service"? As we recognize the increase in violence in our communities and the acceleration of heavy and widespread natural disasters, it is time for us to give stress management and emotional recovery Full Service. Join Diane as she discusses opportunities for us to be better today than we were yesterday!

THURSDAY, AUGUST 10TH (CONTINUED)

10:45 A.M. • Concurrent Sessions E

E-4

Dental Hygienists are Helping to Break Down Silos

Laura M Scully, MS RDH PHDH CDA

Illinois Dental Hygienists' Association

For decades, the mouth has been treated separately from the rest of the body however, more and more research is indicating an oral systemic link. Dental hygienists are ideal team members to assist with integrating oral health with overall health. This presentation will provide a history and the impact of the dental/medical divide. Additionally, introduce the correlation between oral bacteria and various systemic conditions. Topics of discussion include: interventions to assist pregnant women, protocols to prevent aspiration pneumonia, and strategies to help control diabetes.

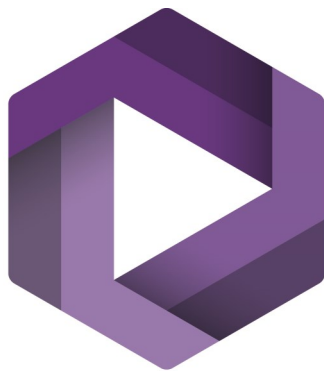
11:45 A.M. - Conclusion of Conference – Box Lunch to Go



**Special Thanks to
Our Gold Sponsors**



**Gibson Area Hospital
& Health Services**
GIBSON GETS IT



**SIU SCHOOL
of MEDICINE**



**9211 Waterfall Glen Blvd.
Darien, Illinois 60561**

JOIN US FOR THE

**ILLINOIS RURAL HEALTH ASSOCIATION
34th Annual Educational Conference**

**August 9-10th, 2023
I-Hotel in Champaign**

**Register online:
www.Ilruralhealth.org
(217) 280-0206**