



NATIONAL RURAL HEALTH ASSOCIATION

---

**Rural Hospital Innovation Summit**  
**May 8-10, 2019**  
**Atlanta, GA**

**Tuesday, May 7, 2019**

**5 – 7 p.m.**

**Exhibit Hall Opening Welcome Reception**

**Room: Exhibit Hall (Atrium BC)**

**Wednesday, May 8, 2019**

**7 – 8 a.m.**

**Breakfast**

**Room: Exhibit Hall (Atrium BC)**

**8 - 9:30 a.m.**

**Opening Session**

*Donato Tramuto, Tivity Health, Inc., CEO*

**Room: Atrium A**

*TBA*

**9:30 – 10:45 a.m.**

**Break**

**Exhibit Hall (Atrium BC)**

**9:30 – 10:15 a.m.**

**Going Bold – Sponsored by Legato Healthcare Marketing**

*Mike Milligan, Legato Healthcare Marketing, President*

**Room: Atrium A**

Mike Milligan and a virtual panel of rural health leaders share how innovation, creativity, and the resolve to be great drive success for rural hospitals.

**10:45 a.m. – 12:00 p.m.**

**Concurrent Sessions**

**1A: Rural Payment Innovation: The Pennsylvania Global Budget**

**Room: A707 (Atrium Level)**

*Lisa Davis, State office of Rural Health, Pennsylvania, Director*  
*Brede Eschliman, CMMI, Global Budget Project Officer*  
*Rivka Friedman, CMMI, Global Budget Project Officer*  
*Keara McKenna, Rural Health Innovation, Pennsylvania Department of Health, Director*  
*Janice Walters, Rural Health Innovation, Pennsylvania Department of Health, Chief Operations Officer*

This session will provide insight into the background of the PA Rural Health Model, and will include a brief program update as well as a high level overview of key concepts. The Model team will share important lessons learned so far, and program perspectives will also be shared from key partners such as the Pennsylvania Office of Rural Health and the Centers for Medicare and Medicaid Innovation (CMMI).

### **1B: Consolidation Considerations: What to Consider When Systems Approach**

**Room: A708 (Atrium Level)**

*Joe Watt, CPA, BKD, Partner*  
*Wyatt Jenkins, BKD Corporate Finance, Vice President*

Systems see rural as their next opportunity—but is it right for your community? This session will help leaders learn to analyze offers for strategic, long-term implications and establish a decision process designed to keep the parade pageantry from pushing you down the path.

**12 – 1:30 p.m.**

**Lunch**

**Exhibit Hall (Atrium BC)**

**12 – 12:45 p.m.**

### **Tackling the Opioid Epidemic: Where to Begin – Sponsored by Cerner Corporation**

*Michael Fadden, MD, Physician Alignment Organization, Director and Chief Medical Officer*

**Room: TBA**

This presentation will share research on how the opioid crisis got here, challenges providers face and strategies to help start addressing the opioid epidemic today.

**1:30 – 2:45 p.m.**

**Concurrent Sessions**

### **2A: Winning at Strategy with a Robust Goal Cycle**

**Room: A707 (Atrium Level)**

*Sue Tetzlaff, Capstone Leadership Solutions, Co-Founder/Principal*  
*Jane McLeod, Capstone Leadership Solutions, Co-Founder/Principal*

The use of a robust goal cycle will foster accountability, ownership and alignment that engages everyone in your organization. Results from rural hospitals are shared, as the speakers provide Solutions for razor sharp focus on the right things for boards, physicians, executives, leaders and employees to focus on.

### **2B: After the Ink Dries: Preserving Community Objectives in an Affiliation**

**Room: A708 (Atrium Level)**

*Gerald “Jerry” Worrick, Door County Medical Center, President and CEO*  
*Josep Lupica, Newpoint Healthcare Advisors, LLC, Chairman*

In today’s merger frenzy, rural health leaders risk having a large system dictate the terms of the relationship, taking away what’s important to their community. Learn how to apply a community-sensitive process that preserves rural healthcare objectives—keeping care close to home and safeguarding local decision-making.

**2:45 – 3 p.m**

**Break**

**Atrium Foyer**

**3 – 4:15 p.m.**

**Concurrent Sessions**

**3A: An Advocacy and Field Response to Challenges Facing Rural Communities**

**Room: A707 (Atrium Level)**

*John Supplitt, AHA Constituency Sections, Senior Director*

Hospitals are cornerstones of their communities, serving as principal access points to care for the nearly 20 percent of Americans who live in rural areas. They maintain timely access to services through local, on-site care and connect patients to more distant providers via telehealth or care networks. In addition, hospitals are the leading employers in rural areas, furnishing critical financial support to the communities they serve. Beyond delivering health care services, they provide employment opportunities and contributions to the local economy, both of which promote community growth and development.

**3B: Assessing CAH Swing Bed Quality**

**Room: A708 (Atrium Level)**

*Steven Kelley, Ellenville Regional Hospital, CEO*

*Ira Moscovice, PhD, University of Minnesota School of Public Health, Mayo Professor*

*Gregory Wolf, Stroudwater Associates, Principal*

This session discusses how Critical Access Hospital (CAH) swing bed quality can be measured, presents the results of a field test of these measures, and provides a rural hospital leaders’ perspective on the value of collecting such data and using it to assure swing bed patients are getting appropriate care.

**4:15 – 5:15 p.m.**

**C-Suite Roundtable**

**Room: Atrium A**

**Thursday, May 9, 2019**

**6 - 7 am**

**Sunrise Yoga**

**Room: Skyline North**

Join NRHA’s Vice President of Program Services and Registered Yoga Teacher, Amy Elizondo, for a Sunrise Yoga session to help get the day started! Amy has been practicing yoga for over 17 years and has been teaching for

6. All levels are welcome for this session. Expect to experience the health benefits of yoga and start the day off on a healthy note. See you on the mat!

**8 - 9 a.m.**

**Hospital Constituency Group meeting and breakfast**

**Room: A708 (Atrium Level)**

**9 – 10:15 a.m.**

**Concurrent Sessions**

**4A: Innovative Strategies to Enhance Rural Health Collaboration**

**Room: A707 (Atrium Level)**

*Darold Bertsch, Coal Country Community Health Center and Sakakawea Medical Center, CEO*

*Alana Knudson, PhD, NORC Walsh Center for Rural Health Analysis, Co-director*

*Toniann Richard, Health Care Collaborative of Rural Missouri, CEO*

This session introduces A Guide for Rural Healthcare Collaboration and Coordination. Hear how critical access hospitals, federally qualified health centers and local public health work together to assess and address their rural communities' health needs. Two rural health innovators, featured in the Guide, share their success strategies and lessons learned.

**4B: Proven Strategies to Improve your Hospital's Strength Factor and Transform Your Bottom Line**

**Room: A708 (Atrium Level)**

*Kathy Whitmire, Bachelors Healthcare Administration, Transformation Health Partners, Chief Transformation Officer (CTO)*

*Laurie Daigle, Stroudwater and Associates, Revenue Cycle Informatics Specialist*

Learn to drive change and innovation required to prevent the threat of closure of your rural hospital, and more importantly, to make it strong and viable through data-driven decision making, strong revenue integrity strategies, staff education and making patient experience a top priority.

**10:15 – 10:45 a.m.**

**Break**

**Atrium Foyer**

**10:45 a.m. – 12:00 p.m.**

**Concurrent Sessions**

**5A: Rural Hospital Leaders- Steering Through Value-based Change**

**Room: A707 (Atrium Level)**

*Tim Putnam, DHA, Margaret Mary Health, CEO*

*Tim Gronniger, Caravan Health, Senior VP of Strategy and Development*

This session will describe challenges rural hospital leaders face in steering their organizations through times of unprecedented uncertainty and changes in the Medicare program. This session will provide practical tips for

navigating policy changes, process and rulemaking cycles related to the Quality Payment Program and the Medicare Shared Savings Program.

### **5B: Maximizing Engagement to Amplify Integration and Financial Success**

**Room: A708 (Atrium Level)**

*Rachelle Ball, Regional Medical Center, Interim Vice President of Physician Practice Operations*

*Aimee Greeter, MPH, FACHE, Coker Group, Senior Vice President*

Engagement of physicians is critical to the success of any organization, particularly now as clinical integration has taken hold within the industry. This session focuses on new ways to drive physician engagement to help ensure the realization of an organization's clinical integration and financial goals.

**12 – 1:45 p.m.**

### **Rural Health Awards Luncheon**

**Room: Atrium BC**

Join NRHA for a tribute to the 2019 Rural Health Award winners.

**1:45 – 3:15 p.m.**

### **Terry Reilly Lecture**

**Room: Atrium A**

### **CDC and Rural Public Health**

*Robert Redfield, MD, CDC, Director*

**3:15 – 3:45 p.m.**

### **Poster Break**

**Atrium Foyer**

**3:45 – 5 p.m.**

### **Concurrent Sessions**

### **6A: Serving Vulnerable Populations through Population Health**

**Room: A707 (Atrium Level)**

*Teri Bergeleen, Avera Health, Provider Contracting Manager*

*Stacey Lenker, Avera Health, Vice President of Payor Strategies*

*Lisa Kilawee, Caravan Health, VP Alliance Strategy*

This session will highlight the population health strategies employed by rural hospitals that improve care for vulnerable patients by building clinically integrated networks and teaming physicians with population health nurses to provide wellness, prevention, and chronic care management services. A case example will be highlighted.

### **6B: CEO Turnover: Final Report and Case Study**

**Room: A708 (Atrium Level)**

*Lilly Engineer, DrPH, Johns Hopkins Bloomberg School of Public Health, Co-Director- Health Policy and Management*

*Alexander Yaffe, Yaffe & Company, CEO*

Yaffe & Company, Johns Hopkins Bloomberg School of Public Health and National Rural Health Association will present the final findings, recommendations and conclusions of the National Rural Hospital CEO Turnover study. In addition, case studies from current CEOs will be shared and best practices will be discussed with attendees.

**Friday, May 10, 2019**

**8 – 8:40 a.m.**

**CMS Rural Council Update – Breakfast**

**Room: Atrium A**

*Cara James, Centers for Medicare and Medicaid Services, Director of the Office of Minority Health*

**8:40 – 9:30 a.m.**

**Washington Update**

**Room: Atrium A**

*Maggie Elehwany, JD, NRHA Government Affairs and Policy vice president*

Join rural health's top federal lobbyist for an insider's update about what's going on in Washington, and what to expect in the next year.

**9:45 – 11 a.m.**

**Concurrent Sessions**

**7A: Characteristics of Top Performing Hospitals: Benchmarks for Success**

**Room: A707 (Atrium Level)**

*Michael Topchik, The Chartis Center for Rural Health, National Leader*

Today, nearly half of all rural hospitals have a negative operating margin. In this interactive session, The Chartis Center for Rural Health will explore successful strategies to offset rural health safety net pressure points and create a more sustainable, higher quality and cost-effective operation.

**11 a.m.**

**End of Conference**