

# KRHA

## 17th Annual Conference

COME ONE! COME ALL!

You spoke and we listened! This year's agenda includes a broader range of topics than ever before! Whether you are a healthcare provider, hospital or clinic administrator, community member, rural advocate, student, or simply curious about the rural healthcare landscape, we've got you covered. Look inside and we are certain you will agree!



# COLLABORATE EDUCATE • INVIGORATE

## Kentucky Rural Health Association

**September 17 - 18, 2015**

WKU Knicely Conference Center  
2355 Nashville Road  
Bowling Green, KY 42101



## OBJECTIVES

At the end of this conference, participants will be able to:

Build an overview of the state of rural health in KY

Inform participants of current initiatives to improve rural health services in KY

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 at the local, regional and state levels

Increase understanding of rural health needs policy issues and opportunities

Encourage partnerships and identify opportunities for collaboration and policy issues.

**NEW**








## SILENT AUCTION

KRHA invites you to participate in our *first ever* silent auction during the evening Poster/Awards Reception on Thursday, Sept. 17th. The proceeds will benefit Student Chapters & other student activities! Come out and support our students!

If you are donating, please be sure to have items dropped off to the auction table located in/near the exhibit hall before 9:00 am Thursday, Sept. 17th.

Items are viewable for bids throughout the day & will close at the conclusion of the reception. Payments must be made Friday morning, Sept. 18th.

### Breakout Session Key

-  Providers
-  Hospital
-  Clinic
-  Student
-  Rural Advocate
-  Community Member
-  Other

# Agenda

**THURSDAY, SEPT. 17, 2015**

**7:00 am - 9:00 am**

Exhibitor Setup

**8:00 am - 5:00 pm**

Registration Open

*Knically West Lobby*

**9:00 am - 10:00 am**

Exhibit Viewing

*Exhibit Hall Open: Knically West Lobby*

**10:00 am - 10:15 am**

Opening Ceremonies

*Dr. Brent Wright, Tina McCormick*

*Rm 208 ABDE*

**10:15 am - 10:30 am**

Welcome to Bowling Green

*Neale R. Chumbler, Ph.D.*

*Rm 208 ABDE*

**10:30 am - 11:45 am**

Keynote Address: It's Who's On Your Bus That Counts

*Greg Paris, MHA - Studer Group*

*Rm 208 ABDE*

**11:45 am - 12:15 pm**

Networking Break

*Exhibit Hall Open: Knically West Lobby*

**12:15 pm - 1:15 pm**

Lunch & Membership Meeting

*Dr. Brent Wright & Denise Bingham,*

*Rm 208 ABDE*

**1:15 pm - 1:30 pm**

Transition Break

# Agenda

THURSDAY, SEPT. 17, 2015

**1:30 pm - 2:30 pm**

## Breakout Session 1:



Lessons Learned on our Journey to Excellence  
*Greg Paris*  
Rm 208C



Quality Initiatives and Innovations  
*Stephanie Courtright Moore & Jaclyn Lewis*  
Rm 208GH



Community Health Workers: Bringing Care and Coordination into the Community  
*Fran Feltner & Jan Chamness*  
Rm 208F



Kentucky Rural Health Initiatives  
*Bevin Hunter & Jared Arnett*  
Rm 208IJ

**2:30 pm - 2:45 pm**

Transition Break

**2:45 pm - 3:45 pm**

## Breakout Session 2:



Hanging by a chad...What you will be doing more of in the future: the highest ROI service line to hit rural America since the plow  
*Mitchell Berenson*  
Rm 208C



Rural Physician Recruitment for a New Generation  
*Barry Martin & Billy J. Lyons*  
Moderated by *Chris Salyers*  
Rm 208GH



Community Paramedic: A New Kind of Care  
*Jim Berry, Michael E. Poynter, Sandy Hunter, Ph.D.*  
Rm 208F



Advocacy: Getting Involved!  
*Sheila Schuster*  
Rm 208IJ

**3:45 pm - 4:15 pm**

Exhibit Viewing

*Exhibit Hall Open: Nicely West Lobby*

**4:15 pm - 5:15 pm**

Update from HRSA's Federal Office of Rural Health Policy

*Steve Hirsch*

Rm 208 ABDE

**5:15 pm - 5:30 pm**

Announcements

*Tina McCormick*

Rm 208 ABDE

**5:30 pm - 7:00 pm**

Awards Reception and Poster Session

Rm 163 ABC

## CONTINUING EDUCATION

Continuing education credits will be applied for as follows:

**Physician/ Nursing Home Administrator:** This program has been submitted to the Southern Kentucky Area Health Education Center (AHEC) for CME credit. (Credit Pending)

**Physician Assistant/ Nurse Practitioner:** This program has been submitted to the Southern Kentucky AHEC for Category 1 non-physician attendance. (Credit Pending)

**Dentistry:** This program has been submitted to Southern Kentucky AHEC for Dentistry credit. (Credit Pending)

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

**Physical Therapy:** This program has been submitted to the KY Physical Therapy Association for PT credit. (Credit Pending)

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

**Psychology:** This program has been submitted to the KY State Board of Examiners for Psychology credit. (Credit Pending)

**Respiratory:** This program has been submitted to the KY Board of Respiratory Care for Respiratory Care for Respiratory credit. (Credit Pending)

**Emergency Medical:** This program has been submitted to the KY Board of Emergency Medical Services for Emergency Medical credit. (Credit Pending)

**Certified Health Education Specialist (CHES):** This program has been submitted to the South Central AHEC for CHES credit. (Credit Pending)

## TARGET AUDIENCE (for CE Credit)

Physician, Physician Assistant, Dentistry, Respiratory, Nursing, Nurse Practitioner, Nursing Home Administrator, Physical Therapy, Pharmacy, Psychology, Emergency Medical, Certified Health Educators, and other interested healthcare professionals.

\*Must stay for entire session and complete evaluation to be awarded contact hours\*

## SPECIAL NEEDS

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

# Agenda

FRIDAY, SEPT. 18, 2015

**6:30 am - 7:30 am**

**Fun Run/ Walk**

*Hyatt Place Entrance*

**7:30 am - 10:00 am**

**Registration Open**

*Knically West Lobby*

**7:30 am - 8:30 am**

**Continental Breakfast & Exhibit Hall Open**

*Knically West Lobby*

**8:30 am - 9:30 am**

**Breakout Sessions**

  
Establishing Community Relevance & Other  
Key Strategies for Reversing Outmigration


*Michelle Rathman*

*Rm 208C*

  
Telemedicine: Keep Rural  
Kentuckians in Kentucky

*Rob Sprang*

*Rm 208GH*

  
Integrated Behavioral Health:  
Care the way it should be

*Karen S. Ditsch & Bridget C. Turner*

*Rm 208F*

  
Kyhealthnow Initiative

*Kraig Humbaugh, MD*

*Rm 208IJ*

**9:30 am - 9:45 am**

**Networking Break & Exhibit Hall Open**

*Knically West Lobby*

**9:45 am - 11:00 am**

**Rural Policy Update**

*Maggie Elehwany, J.D.*

*Rm 208 ABDE*

**11:00 am - 12:00 pm**

**Funders in Focus**

*Susan Zepeda, Steve Hirsch,  
Terence McGhee, & Dr. Bob Long*

*Rm 208 ABDE*

**12:00 pm**

**Closing Remarks**

*Denise Bingham*

*Rm 208 ABDE*

## HOTEL INFO.

### Staybridge Suites

680 Campbell Ln,  
Bowling Green, KY 42101  
Phone: 270.904.0480  
Group Block Code: KRH

[www.ihg.com/staybridge](http://www.ihg.com/staybridge)

Nightly Rate: \$83.00 plus tax  
Cutoff is 8/16/15  
*(Staybridge is adjacent to the  
conference center!)*

### Hyatt Place

1347 Center Street  
Bowling, Green KY 42101  
phone: 270.467.0001  
Group Block Code: G-KHRA  
*(room block for 9/17/15 only)*

[www.bowlinggreen.place.hyatt.com](http://www.bowlinggreen.place.hyatt.com)

Nightly Rate: \$109 plus tax  
Cutoff is 8/16/15  
*(Hyatt Place will be providing shuttle services to the conference!)*



**HYATT PLACE**



**STAYBRIDGE SUITES**

# Sponsors

## PLATINUM SPONSORS 2015



## GOLD SPONSORS 2015



CPAs / ADVISORS



(Visit [www.kyrha.org](http://www.kyrha.org) for more information)

## SILVER SPONSORS

- \*Hall, Render, Killian, Heath & Lyman
- \*Henderson County Fiscal Court

## BRONZE SPONSORS

- \*BKD CPAs & Advisors
- \*Civic Health
- \*Eagle Telemedicine
- \*Field & Main
- \*Kentucky REC
- \*KHIE
- \*Kentucky Immunization Program
- \*Rural Health Telecom
- \*Well Care Health Plans

## PAYMENT INFO.

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

## KRHA Members:

Early Rate: \$125

Late Rate: \$135  
(After Sept. 3, 2015)

## Non-Members:

Early Rate: \$200

Late Rate: \$210  
(After Sept. 3, 2015)

## Student:

Members: \$45

Non-Members: \$55

Send paper forms to:  
Tina McCormick  
Kentucky Office of Rural Health  
36 South Alvasia  
Henderson, KY 42420  
krha@twc.com

*Cancellations before September 11, 2015 will be refunded.  
Cancellations after this date and no-shows will not receive a refund.*

# KRHA Registration

OR register Online today at [www.kyrha.org](http://www.kyrha.org)!

Questions? Contact: Tina McCormick via email at [krha@twc.com](mailto:krha@twc.com) or (270).577.1707

NAME: \_\_\_\_\_  
First MI Last Suffix

SOCIAL: \*\*\* - \*\* - \_\_\_\_\_ LIC #: \_\_\_\_\_  
(Nursing Only - Last 4 Required) (Required)

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE #: (H) \_\_\_\_\_ (W) \_\_\_\_\_ (C) \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

### Continuing Education Credit Needed: (Check all that apply)

- Physician/ Nursing Home Administrator
- Physician Assistant/ Nurse Practitioner
- Emergency Medical
- Certified Health Education Specialist
- Dentistry     Physical Therapy     Psychology
- Nursing     Pharmacy     Respiratory

## 2 Mile Run/ Walk Waiver

FRIDAY, SEPT. 18, 2015 6:30 am - 7:30 am

### RELEASE OF ALL CLAIMS & DAMAGES

This release of all claims and damages, if any, suffered by the undersigned as the result of property damage, bodily injury or death incurred by the undersigned at or during any event sponsored by the Kentucky Rural Hospital Association (KRHA), its successors and assigns, is more particularly set out hereinafter.

In consideration for the involvement and participation in the event sponsored by KRHA as more particularly set out Above, the undersigned hereby discharges, releases and agrees to indemnify KRHA, its representatives and officers, for all claims and demands whatsoever for any property damages, bodily injury or death caused by the participation of the undersigned and to indemnify KRHA from any claim for property damage, bodily injury or death caused by the undersigned.

The undersigned acknowledges the right to have this Release reviewed by a third party and accepts the same "as is" which is binding upon the undersigned, their heirs, successors and assigns and can only be amended by written agreement of all parties.

Only complete if you intend to participate

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Gender:    M    F

Shirt Size:    Adult ( S   M   L   XL   2X   3X )

Registration begins at 6:00 AM —  
Awards provided to first place —  
male and female —

Advance Registration by —  
September 1 guarantees shirt

Questions call Marica White  
270.527.4856

Participant Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
(or Guardian if under age 18)