

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

Knicely West Lobby

9:00 am - 10:00 am

Exhibit Viewing

Exhibit Hall Open: Knicely 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: Knicely West Lobby

12:15 pm - 1:15 pm

Lunch & Membership Meeting

Dr. Brent Wright, Denise Bingham,

Tina McCormick

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, MHA
Rm 208C



Quality Initiatives and Innovations To Be Determined
Rm 208GH



Community Health Workers: Bringing Care and Coordination into the Community
Fran Feltner, DNP, MSN, RN
Jan Chamness, MPH
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, MPH
Rm 208C



Rural Physician Recruitment for a New Generation
Barry Martin, Billy Lyons, & Paloma Thacker
Moderated by Chris Salyers
Rm 208GH



Community Paramedic: A New Kind of Care
Michael E. Poynter, EMT-P,
Sandy Hunter, Ph.D.,
Jim Williams, NR/CCEMT-P, RN
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, HRSA FORHP

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

Knicely West Lobby

7:30 am - 8:30 am

Continental Breakfast & Exhibit Hall Open

Knicely 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, MBA

Rm 208GH



**Integrated Behavioral Health:
Care the way it should be**

Karen Ditsch & Bridget Turner

Rm 208F



Kyhealthnow Initiative

Kraig Humbaugh, MD, MPH

Rm 208IJ

9:30 am - 10:00 am

Networking Break & Exhibit Hall Open

Knicely West Lobby

10:00 am - 11:15 am

Rural Policy Update

Maggie Elehwany, J.D., NRHA

Rm 208 ABDE

11:15 am - 12:15 pm

Funders in Focus

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

Rm 208 ABDE

12:15 pm - 12:30 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

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

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 for more information)

SILVER SPONSORS

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

BRONZE SPONSORS

- *BKD CPAs & Advisors
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- *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!

Questions? Contact: Tina McCormick via email at 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)