

Save the Date!

Kentucky Rural
Health Association
CONFERENCE

November 14 - 15, 2019



20 ANNIVERSARY **KRHA**
CONFERENCE

November 15-16, 2018
WKU Knicely Conference Center
Bowling Green, Kentucky





I'd like to personally welcome each of you to the Kentucky Rural Health Association 20th Anniversary Conference. I hope you enjoy your time with us in Bowling Green, KY. It's an exciting time for KRHA as we continue to grow and adapt. Remaining always adaptable, motivated, responsive, relevant and open to new ideas is so important to an organization like ours. Our organization is confronting a time of many changes and we're meeting these changes during a time of larger nation-wide and local change. The world of healthcare is an exciting area in which to work, and we'll continue to meet and

bring inspired people together in forums like this, to ensure our association remains at the cutting edge.

You can expect an incredible agenda over the next two days. Our conference and education committee has put together a program that is second to none. We are also excited to welcome in our first collaborative conference partner in the KY Immunization Program.

Let me give you a brief update on where we are today. As I mentioned already, this is the 20th anniversary of KRHA! For the first time in our history, we have a full time executive director. Additionally, we completed the transition from a 501c6 association to a 501c3. Collaboration has been key over the past year as we have joined forces with the KY Immunization Program and the KY Hepatitis Academic Mentorship Program with more partnerships in discussion for the future. We should all be very proud of where we are today and excited about where we are headed.

Before I close, I'd like to thank each of you for attending our conference and bringing your expertise to our gathering. You, as organization leaders, have the vision, the knowledge, the wherewithal and the experience to help us pave our way into the future. You are truly our greatest asset today and tomorrow, and we could not accomplish what we do without your support and leadership. Throughout this conference, I ask you to stay engaged, keep us proactive and help us shape the future of the KRHA. My personal respect and thanks goes out to all of you.

Noel A. Harilson MS
Kentucky Rural Health Association
Board President

Agenda

Wednesday, November 14, 2018

5:30 pm cst Board of Directors Meeting
Anne & Ward Elliott Rm 110

Silent Auction

Thursday
9:00 am – 6:00 pm
Rm 208 A-F

Thursday, November 15, 2018

7:00 – 9:00 am cst Exhibitor Setup

Knicely West Lobby

8:00 am – 5:00 pm Registration Open

Knicely West Lobby

9:00 am – 10:00 am Exhibit Hall Open

Knicely West Lobby

Rm 208 A-F

Silent Auction Opens

9:00 am – 9:30 am

Auditorium

KRHA Membership Meeting

Noel Harilson, Matthew L. Hunt, & Tina McCormick

10:00 am – 10:15 am Opening Ceremonies

Rm 208 A-F

Noel Harilson & Tina McCormick

10:15 am – 10:30 am Welcome to Bowling Green

Rm 208 A-F

Dr. Dennis K. George, Interim Dean,
WKU College of Health and Human Services

10:30 am – 11:45 am Keynote Address: Toward a Healthier Kentucky

Rm 208 A-F

Ben Chandler, President/CEO - Foundation for Healthy KY

11:45 am – 12:15 pm Networking Break/Exhibit Hall Open

Knicely West Lobby

11:45 am – 12:15 pm Research Poster Session

Regency Room

Learn about current research in communities and its potential impact on policy.

12:15 pm – 1:15 pm

Rm 208 A-F

Lunch/ From Research to Policy: How do we make the Connection?

Frances Feltner, DNP, MSN, RN, FAAN

Director of UK Center of Excellence in Rural Health

1:15 pm – 1:30 pm

Transition Break

1:30 pm - 2:30 pm Break Out Sessions

Session 1

Rm 208 GH

Strategies to Educate the Community on the Opioid Epidemic

Elizabeth Stearman - Director of Behavioral Health, Anthem Inc.

A Free online toolkit designed specifically to help non-profits, faith-based groups, parents and others keep their communities safe by preventing opioid misuse and addiction - especially among young adults.

Thursday
11:45 am – 4:15 pm
Regency Rm

Poster Sessions

1:30 pm - 2:30 pm Break Out Sessions cont.

- Session 2**
Rm 208 IJ
Engaging the Front Desk Staff
Amanda Dennison, MBA, CPC-A, RH-CBS, CRHCP - Blue & Co.
Review and recognize the value of front office desk staff and how their reactions will reflect upon the patient's healthcare experience.
- Session 3**
Rm 163 B
Adapting to Change and Value-based Care= Opportunity
Lisa Kilawee VP Strategic Alliances - Caravan Health
Heather Geary, RN - ACO Champion/Pop Health Nurse Ohio Co. Hospital
This session will describe Ohio County Hospital's journey from fee-for-service to a value-based payment model and provide lessons learned and key take-aways other hospitals can use.
- Session 4**
Rm 163 C
CommUNITY Brings Resources & Empowerment to Rural Counties
Mona Huff- Community Organizer
Bringing partners together to share information, help model best practices, and work closely with medical practices to assess patient's needs, coordinate community-based support services, and provide interdisciplinary care.
- Session 5**
Regency Rm
Research Poster Session - Facilitated by Melissa Slone -UK CERH
Hear from our top 5 poster winners.
- Session 6**
Auditorium
Hepatitis A
Doug Thoroughman, PhD, MS; US Public Health Service, CDC Career Epidemiology Field Office
During this session, participants will increase knowledge of the current Hepatitis A outbreak in Kentucky along with disease trends, understand the signs and symptoms of the disease, and review prevention and treatment options.

2:30 pm- 2:45 pm Transition Break

2:45 pm- 3:45 pm Break Out Sessions

- Session 1**
Rm 208 GH
How a Regional AHEC Turned a Single Opioid Educational Activity into a Series of Funded Projects
David A. Gross, MPA- Director, Northeast KY AHEC
KaSandra N. Hensley- Education Coordinator, Northeast KY AHEC
Discuss the NE KY AHEC's opioid education project and subsequent opioid-focused initiatives, including a prescription misuse prevention effort targeted toward high school and college students.
- Session 2**
Rm 208 IJ
Evidence Based Self-management Programs Delivered in a Nurse Led Community Health Worker Lay Leader Model in Rural Appalachia
Frances Feltner- Director, UK Center of Excellence in Rural Health
William Mace Baker, BA, RN- Kentucky Homeplace Director
Kala Gilliam, AA- Ky Homeplace Community Health Worker
Darla Shepherd, AA- Ky Homeplace Community Health Worker
This panel will discuss barriers rural Appalachian residents face and how these were overcome through various partnerships within the state and how the CHWs connection to the participant's communities increased participation.

2:45 pm- 3:45 pm Break Out Sessions cont.

- Session 3**
Rm 163 B
Staying Ready for a RHC Survey
Dianne Bourque, RN, CNOR, CASC, The Compliance Team, Inc.
Listeners will understand all Federal RHC regulations and how to incorporate them into every day clinic life so that they are always survey ready.
- Session 4**
Rm 163 C
Kentucky TeleHealth, the Transition from the Ky TeleHealth Network Board to Oversight by the Cabinet for Health and Family Services
Tim Bickel CTPM-TeleHealth Dir. Ky TeleHealth Network UofL
Rob Sprang, MBA-TeleHealth Director, Ky TeleHealth/TeleCare
Donna Veno- TeleHealth Board Administrator Strategic Services
Deborah Burton, MA, PhDc - Manager, Telehealth Strategy & Business Development, Chair Ky Telehealth Network Board
Since the passage of SB112, this legislation is allowing expanded reimbursement to most all health care providers. Allowing patients expanded access to specialty, primary and urgent care services.
- Session 5**
Regency Rm
Research Poster Session (Continued)
Facilitated by Melissa Slone - UK CERH
Talk with poster presenters about their work.
- Session 6**
Auditorium
Vaccine Storage and Handling Update
Laura Harrod, Coordinator, Ky Immunization Program
This session will review main components of proper vaccine storage and handling. Proper storage units, data logging thermometers and other accessories will be discussed. How to train Vaccine Coordinators, appropriate storage, temperature monitoring and updated annual written plans.
- Influenza Update**
Troi Cunningham, RN; Nurse Consultant, Ky Immunization Program
Review the current influenza season activity and current vaccine recommendations. Participants will gain a better understanding the types of influenza, testing, and ways to prevent the spread of disease.

- 3:45 pm- 4:15 pm**
Knically West Lobby
Regency Rm
Networking Break/Exhibit Hall Open
- 4:15 pm- 5:15 pm**
Rm 208 A-F
Research Poster Hall Open
- 4:15 pm- 5:15 pm**
Rm 208 A-F
Exploring Overdose Mortality and Contributing Factors through an Interactive Mapping Tool
Michael Meit MA, MPH- NORC Walsh Center for Rural Health Analysis
- 5:15 pm- 5:30 pm**
Rm 208 A-F
Announcements
Tina McCormick
- 5:30 pm cst**
Anne & Ward Elliott Rm 110
New Board Orientation
- 6:00 pm**
Silent Auction Closes/Exhibit Hall Closes

Friday, November 16, 2018

6:30 - 7:30 am **Fun Run/ Walk**
Hyatt Place Main Lobby



7:30 am-10:00 am **Registration Open**
Knically West Lobby

7:30 am – 8:30 am **Continental Breakfast**
Knically West Lobby

8:00 - 9:00 am Break Out Sessions

Session 1
Rm 208 GH
Addressing Social Determinants of Health through Nutritional Deficiencies in the Rural Community
Dr. Patrice McGhee - Aetna Better Health of Ky
This presentation will provide an overview of the problem and detailed, evidenced based best practices to help resolve this major area of health.

Session 2
Rm 208 IJ
Preventing Lung Cancer through Collaboration: Tobacco and Radon Risk Reduction
Ellen J. Hahn, PhD, RN, FAAN- Professor & Director, BREATHE
William C. Haneberg, Ph.D., P.G- State Geologist and Director; Research Professor of Earth & Environmental Sciences
Clay Hardwick, MA- State Radon Coordinator; Cabinet for Health and Family Services
Elizabeth Anderson-Hoagland, MPH- Youth Tobacco Prevention; Kentucky Tobacco Prevention & Cessation Program
Discuss opportunities for innovative cross-collaborations in rural Kentucky to integrate radon and tobacco control programming to reduce tobacco and radon risk to prevent lung cancer.

Session 3
Rm 163 B
HIPAA Security Breaches and Minimizing Your Risk
Amy Daley, CHPS HIT Advisor - Kentucky Regional Extension Center
Kentucky Regional Extension Center will offer an actionable framework for practices and hospital staff to use to reduce their privacy and security risks.

Session 4
Rm 163 C
Financially Distressed Rural Healthcare Organizations Trends, Issues To Be Aware Of, and Strategies
Billy Hopkins, Esq. & CPA- Attorney, Wyatt, Tarrant & Combs, LLP
Neal B. Curtis- Attorney, Wyatt, Tarrant & Combs, LLP
Discuss potential liabilities that directors and officers face in the event of a health care institution's impending closure, and explain how to plan and control.

Session 5
Regency Rm

Healthalachia: Rural Appalachian Youth Creating Solutions for our Future

Frances Feltner, DNP, MSN, RN, FAAN- Director
Melissa Slone, MSW- Clinical Faculty
Beth Bowling, RN- Rural Project Manager
Rose Shields, BS- Rural Project Manager
UK Center of Excellence in Rural Health

Healthalachia, a student-based research initiative, was used to engage three high school research teams to identify a health or social problem they wanted to address collectively.

Session 6
Auditorium

Immunization Myths and Concerns

Ruth Carrico, PhD, DNP, APRN, CIC - University of Louisville
Review concepts of vaccine hesitance and vaccine confidence, use specific vaccine scenarios to address response to hesitance/confidence concerns, identify vaccine hesitance in discussions with potential vaccine recipients, and learn to craft responses that address hesitance/confidence questions using evidence-based approaches.

9:00 am- 10:00 am Break Out Sessions

Session 1
Rm 208 GH

Outpatient Antimicrobial Stewardship

Michael J. Smith, MD, MSCE- Associate Professor of Pediatrics; Pediatric Infectious Diseases; Medical Director Pediatric Antimicrobial Stewardship; Duke University Medical Center

Navjyot K. Vidwan, MD, MPH- Director of Antimicrobial Stewardship; Norton Children's Hospital; Division of Pediatric Infectious Diseases; University of Louisville

Bethany Wattles, PharmD- Clinical Pharmacist; Child & Adolescent Design and Support Unit; University of Louisville, Department of Pediatrics
Our goal is to equip Kentucky providers with the knowledge and resources necessary to implement effective antimicrobial stewardship strategies in their practice. Recommendations for interventions will reflect the following Core Elements, as outlined by the CDC: commitment, action, tracking and reporting, education and expertise (Sanchez, 2016).

Session 2
Rm 208 IJ

The Hard Truth – Treating the Opioid Epidemic

Lisa English Hinkle- Member, McBrayer, McGinnis, Leslie & Kirkland PLLC
Chad Thompson- Associate, McBrayer, McGinnis, Leslie & Kirkland PLLC

As the opioid epidemic continues to take its toll across rural Appalachia, the best soldiers in this battle remain the medical professionals committed to caring for these populations in Rural Health Clinics and other rural medical settings. This disproportionately places the burden on RHCs, which may not be fully compensated for the costs associated with treating opioid dependency.

9:00 am- 10:00 am Break Out Sessions cont.

Session 3 Rm 163 B

Rural Healthcare Accessibility for Individuals with Disabilities

Patrick Kitman MSPT, PhD- Professor, University of Kentucky
Christina Espinosa-Bard BA, MA- Community Education Director, UK Human Development Institute
Jason Jones, BA- Project Coordinator for Kentucky Works Partnership Human Development Institute, UK

Define mobility, communication, and intellectual disability. Discuss the current challenges facing the population with mobility, communication, and intellectual disabilities in accessing healthcare in their rural communities. Discuss examples of changes rural healthcare providers can implement quickly to begin to address the needs of individuals with disabilities in their rural communities.

Session 4 Rm 163 C

The Healthcare Industry by the Numbers

Simona Balazs, MS Research Director CEDIK UK
SuZanne Troske, MS- Research and Data Analyst CEDIK UK

The industry overview includes key economic indicators that allow communities to understand the magnitude of the industry in terms of number of businesses, employment, revenue, and its competitive advantage. The data help describe the current businesses and identify past trends in order to predict future ones.

Session 5 Regency Rm

Advocacy 101

Robbin Taylor, Vice President of Public Affairs
Western Kentucky University

Session 6 Auditorium

Adolescent Immunization

Victoria A. Statler, M.D., M.Sc.- University of Louisville
During this session, participants will delineate the indications and recommendations for the most current immunization schedule for adolescents, discuss barriers to immunization in adolescents, and improve systems for vaccine delivery in adolescent patients.

10:00 - 10:15 am Transition Break

10:15 am-11:15 am Rm 208 A-F

General Session Rural Promising Practices

Nancy Dailey, Operations Director VORH Veterans,
Rural Health Resource Center

11:15 am-12:15 pm Rm 208 A-F

General Session A Health Crisis in Rural America – What is the Federal Response?

Maggie Elehwany, Government Affairs and Policy Vice President, NRHA

12:15 am-12:30 pm Closing Remarks

Knically Center Layout

Knically Center Layout



20
ANNIVERSARY

Continuing Education

Physician/PA/Nursing Home Administrator/Dentistry:

This program has been approved by the Southern KY AHEC for CME Credit and Dental Credit. The Southern KY AHEC is accredited by the Kentucky Medical Association (KMA) to sponsor continuing medical education for physicians. The Southern KY AHEC designates this continuing medical education activity for a maximum of nine (9) credits in *AMA PRA Category 1 Credit(s)*[™].

Nursing: Continuing nursing education credit will be provided through Rockcastle Regional Hospital and Respiratory Care Center, Inc.

- Attendance on November 15, 2018 is approved for 6 Continuing Nursing Education contact hours, KBN offering number 4-0059-12-18-50
 - Attendance on November 16, 2018 is approved for 4.8 Continuing Nursing Education contact hours, KBN offering number 4-0059-12-18-50
- Participants must attend the entire program, provide license number, and complete the evaluation to receive the CE credit hours.

Respiratory: This program has been approved by the Kentucky Board for Respiratory Care for Credit.

Certified Health Education Specialists: Sponsored by Western Kentucky University Department of Public Health, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc.

Pharmacy: This program has been approved by the KY Board of Pharmacy for Pharmacy Credit.

Physical Therapy: This program has been approved by the Kentucky Board of Physical Therapy for nine hours.

EMT: This program has been approved by the Kentucky Board of Emergency Medical Services for nine hours (9) CEUs.

Maximum 9 Hours (Credit will be given on a per lecture basis)



Disclosures

Ruth Carrico, PhD, DNP, APRN, FNP-C, FSHEA, CIC
Speakers Bureau/Advisory Board/Research Grants – Sanofi Pasteur & Pfizer

Neal Curtis
Salary/Spouse – Clarus Care, Inc. - Employee

William C. Haneberg
Salary– Memorial Hermann Health System - Employee

Billy Hopkins, IV
Salary – Kentucky One-Employee

Marybeth Lacy, BSW
Salary – Caravan Aetna Better Health of KY-Employee

Patrice L. McGhee, DPA, MS, BA
Salary – Caravan Aetna Better Health of KY-Employee

Erin Morrow
Salary/Stock – Elm & Associates & Wellness Innovations - Employee/President
Consult – Morrow Outstanding

Victoria A. Statler, MD, MSc
Salary – Caravan Health-Employee

Liz Stearman, CSW, MSSW
Academic Institution received funding/Local PI for clinical trial – Merck & Seqirus

None of the other planners, speakers, authors, reviewers, and staff members had anything to disclose.

Faculty Disclosure Statement:

All planners, speakers, authors, reviewers, and staff members involved with content development for continuing education activities sponsored by the Southern Kentucky Area Health Education Center (AHEC) are expected to disclose any real or perceived conflict of interest related to the content of the activity. Detailed disclosures will be included in participant materials or given prior to the start of the activity. At the time of production, all individuals involved, disclosed that they have nothing to disclose.

Disclaimer:

Southern Kentucky Area Health Education Center (AHEC) presents this activity for educational purposes only. Participants are expected to utilize their own expertise and judgment while engaged in the practice of medicine. The content of the presentation is provided solely by presenter(s) who have been selected for presentations because of recognized expertise in their field.