



NATIONAL RURAL HEALTH ASSOCIATION

**44th Annual Rural Health Conference
6th Annual Rural Hospital Innovation Summit
May 5-7, 2021**

Virtual Conference

All times listed are in Eastern Daylight Savings Time

Wednesday, May 5, 2021

10 – 10:55 a.m.

Networking Roundtables

11 – 11:45 a.m.

Concurrent Sessions

1A

Infectious Disease Response in Rural Communities

*Jessica Leston, MPH, Northwest Portland Area Indian Health Board (NPAIHB), Clinical Programs Director
Lauren Canary, Virginia Tech Carillion School of Medicine, Medical Student / Infectious Disease Epidemiologist
Judith Feinberg, MD, MPH, West Virginia University School of Medicine, Professor of Medicine/Infectious Diseases*

Judith Shaplin, San Ysidro Health, VP of Social Resources & Rural Services.

This session will highlight recent infectious disease outbreaks in rural communities; HIV, viral hepatitis, COVID-19, and measles. It will provide an overview of barriers and facilitators to the public health response in rural communities and illustrate opportunities for advocacy to support public health infrastructure in rural communities.

1B

Behavioral Health Models for Rural Health Clinics

John Gale, MS, Maine Rural Health Research Center, Senior Research Associate

To assist Rural Health Clinics (RHCs) in addressing chronic shortages of mental health and substance use services, this session describes behavioral health models implemented by RHCs. This will be an applied presentation focused on program and clinical design; staffing patterns; billing, coding, reimbursement, and regulatory issues; and program sustainability.

1C

Rural Health Research Generating Real and Local Change

Katy Kozhimannil, Ph.D., University of Minnesota Rural Health Research Center, Professor, Director of the Minnesota Rural Health Research Center
Shawnda Schroeder, PhD, Center for Rural Health, University of North Dakota School of Medicine and Health Sciences, Associate Director of Research, Faculty
Carrie Cochran-McClain, NRHA, VP of Government Affairs and Policy

Learn how the Rural Health Research Centers use their research, community partners, and diverse dissemination strategies to make real and local change in our rural communities. Understand how the research can be used to develop community programs, educate decision makers, and generate media attention on complex rural health issues.

1E

Rural Family Medicine Residencies: Meeting the Mission

Robert Gobbo, MD, Providence Hood River Family Medicine Rural Training Program, Program Director
Davis Patterson, PhD, WWAMI Rural Health Research Center, Director / Research Associate Professor
Lars Petersen, MD, PhD, American Board of Family Medicine, Vice President of Research
Angela Womble, , University of Wisconsin Department of Family Medicine and Community Health - Baraboo Rural Training Track Program, Residency Education Coordinator, Director
Randall Longenecker, MD, Ohio University Heritage College of Osteopathic Medicine, Professor of Family Medicine and Assistant Dean Rural and Underserved Programs

How successful are rural family medicine residency programs at recruiting residents, preparing them for rural practice, and rural placement? This panel will review new national data on recruitment in the residency match, resident performance, and program outcomes, followed by interactive discussion with program leaders on strategies for success.

1F

FORHP Medicare Policy Update (FORHP)

Sarah Young, MPH, HRSA Federal Office of Rural Health Policy
Ing-Jye Cheng, CMS Center for Medicare
Darci L. Graves, MPP, MA, MA, CMS Office of Minority Health
Emily Cook, MSPH, JD, McDermott Will & Emery, LLP

This session will provide participants with an overview of recent Medicare policies and regulations that affect rural clinicians and health care facilities including changes related to services, billing, and quality reporting. Participants will learn about recent legislative changes affecting rural health care and CMS's recent or upcoming proposed policy changes. Participants will also hear about policy and research activities and resources from the Federal Office of Rural Health Policy.

1G

Research

COVID-19 disproportionately impacts more vulnerable rural hospitals and communities

Kathleen Knocke, MSPH, UNC Chapel Hill
Tyler Malone, MS, UNC Chapel Hill, PhD Student

Urban-Rural Differences in COVID-19 Case-Fatality-Rate in the U.S.

Qian Huang, MA, MPA, PhD Student, University of South Carolina

Capacity for Critical Access Hospitals responding to COVID-19

Madeleine Pick, MPH, Research Fellow, Flex Monitoring Team, University of Minnesota Rural Health Research Center

Supporting CAHs during the COVID-19 Pandemic: Results of a Survey of State Flex Coordinators

Zach Croll, MPH, Research Associate, University of Southern Maine

RHIS Track

Pricing Transparency 2021

*Amy Tepp, Eide Bailly LLP, Partner,
Rochelle Dahmen, Eide Bailly LLP, Manager*

This presentation will cover the evolution of pricing transparency for hospitals. It will discuss the final rule that will become effective January 1, 2021 and how hospitals can work towards implementation compliance.

RHIS Track

Transitional Care and MENDS Wellness program

Mark Lindsay, M.D., Allevant Solutions, Assistant Professor Mayo Clinic College of Medicine, Medical Director Allevant

Transitional Care is vital to the future of rural hospitals. Will share our experience supporting over 70 critical access hospitals, over 120,000 swing bed days in 18 states. MENDS is a complementary program focusing on key factors that impact health, wellness, resiliency, and costs for populations, communities, and healthcare workers.

12 – 12:45 p.m.

Concurrent Sessions

2A

Cancer Care Delivery in Rural Safety Net Settings

Jan Eberth, PhD, Rural & Minority Health Research Center at the University of South Carolina, Associate Professor and Director

Peiyin Hung, PhD, Rural & Minority Health Research Center at the University of South Carolina, Assistant Professor

Whitney Zahnd, PhD, Rural & Minority Health Research Center at the University of South Carolina, Research Assistant Professor

This session will discuss the current availability of cancer screening and treatment services available in critical access and other rural hospitals and their diverging trends. Panelists will also discuss the perspectives of the role that Rural Health Clinics play in cancer prevention, screening, and cancer-relevant chronic condition care management.

2B

The Rural Health Clinic in 2021. What changed?

Kate Hill, RN, The Compliance Team, Inc, VP Clinic Services Division

Listeners will learn the changes in clinic as a result of the 2020 PHE. What has changed? what is the same? Learn tips to adjust, survive and even thrive all the while staying compliant in the program.

2C

Educating Providers and Community on Rural Mental Health

Shawnda Schroeder, PhD, Center for Rural Health, University of North Dakota School of Medicine and Health Sciences, Associate Director of Research, Faculty

The Mountain Plains Mental Health Technology Transfer Center funded by the Substance Abuse and Mental Health Services Administration provides training/technical assistance to individuals who serve persons with mental illness in rural communities. Learn about rural barriers to care, T/TA needs identified by providers, and how needs shifted during COVID-19.

2D

COVID-19's Impact on SDOH in Rural Border Communities

David Line, PhD, Eastern Washington University, MPH Program Director

Mary-Katherine Smith McNatt, DrPH, A.T. Still University, MPH Department Chair

Susan Thomas, A.T. Still University College of Graduate Health Studies, Instructional Designer

Marsha Presley, PhD, MPH, A.T. Still University, Research Associate and adjunct faculty

At the end of this session, attendees will be able to define the impact COVID-19 has had on the SDOH in rural communities along the U.S. – Mexico Border Region.

2E

Building a rural fellowship for primary care

Mykell Barnacle, DNP, North Dakota State University, Assistant Professor of Practice

Allison Peltier, DNP, North Dakota State University

Rural primary care offers varied clinical roles, procedural expectations, and a wide scope of practice. Formal institutional support of new nurse practitioners entering rural primary care has the potential to enhance productivity, longevity, and patient satisfaction. Healthcare institutions and universities can leverage resources to create mutually beneficial post-graduation fellowship experiences.

2F

How "RMOMS" doing? Implementing the Rural Maternity and Obstetrics Management Strategies Program (FORHP)

Cassandra Phillips, MPH, Health Resources Services Administration, Federal Office of Rural Health Policy, Public Health Analyst

Anna G. Taranova, MD, MS, CCRP, University Health, Deputy CAO, Innovation and Discovery

Mariluz Martinez, BS, University Health, Assistant Director, Population Health

Kelly Nowicki, BA, MPH, Val Verde Regional Medical Center, Manager of Maternal Child Health Outreach Programs

Tanisa Adimu, MPH, Maternal Health Learning and Innovation Center/Georgia Health Policy Center, Technical Assistance Provider

Elizabeth Crane, MPH, Mission Analytics Group, Inc., Senior Research Analyst

Elizabeth Coombs, MPP, Mission Analytics Group, Inc., Senior Associate

This session will provide an update and reflect on the lessons learned during the planning year of the Rural Maternity and Obstetrics Management Strategies (RMOMS) pilot program. An RMOMS network will highlight their model, the technical assistance provider will share the tools and strategies used to develop network

models, and the evaluator will provide an overview of the evaluation methodology and the first Evaluation Report.

2G

Research

Out-Of-Hospital Births, Rural Maternal Residence, and Infant Mortality in the US

Elora Way, MA, Research Analyst II, MPH Candidate, University of Southern Maine

Rural-urban differences in birth plan changes during COVID-19

Peiyin Hung, PhD, MSPH, Assistant Professor, University of South Carolina Rural & Minority Health Research Center

Loss of rural hospital obstetric services, 2014-2018

Katy Backes Kozhimannil, PhD, MPA, Professor, University of Minnesota School of Public Health

Local Capacity for Emergency Births in Rural Hospitals

Katy Backes Kozhimannil, PhD, MPA, Professor, University of Minnesota School of Public Health

RHIS Track

Financing Opportunities to Support Rural Healthcare

Chad Parker, USDA - Rural Development, Acting Administrator of Rural Housing Service

Jeremy Gilpin, Greater Commercial Lending, Executive Vice President

Thomas Kimsey, Thomas USAF Group, President & CEO

Hal Fudge, MidFirst Bank- Healthcare Lending, President

Christ Altom, MidFirst Bank – Healthcare Lending, First Vice President

Rural hospitals provide needed healthcare and serve as anchors for economic development in rural communities. They need access to affordable capital to support and sustain healthcare infrastructure. Rural Development can be a strong partner through affordable, long-term financing and the ability to bring private financing and institutional expertise to the table.

RHIS

Improving Rural Outcomes through Accountable Care

Lynn Barr, MPH, Caravan Health Founder & Executive Chair

Darold Bertsch, Former CEO Coal Country Community Health Center & Sakakawea Medical Center

Accountable Care Organization participation is the key to better community health and financial sustainability for rural providers. In this session, a panel of rural health leaders will share best practices and lessons learned from the highly successful ACO Investment Model. Attendees will learn how rural providers can get the same loans that improved care and lowered costs for half a million rural patients while paying providers tens of millions in shared savings. Rural health systems can now join a rural ACO for five years with no downside risk or out-of-pocket costs, using forgivable loans of \$238 per patient. These loans, repaid by shared savings, are available to the first 100 qualified health systems who apply for the program by June 1st. Speakers will also share how to use the power of new workflows and data to improve quality, improve population health and increase 340B eligible prescriptions.

12:45 – 1:45 p.m.

Virtual Tradeshow

Research & Poster Session Break

12:45 – 1:30 p.m. Partner Sessions

P1 How to Become Data-Driven to Impact Change in Care Management

Beth Brand - MorCare VP, Product Management & Customer Solutions

Join us to dig in with the 'how-to's' of data in order to help care management teams leverage data, make informed decisions and optimize outcomes.

When leadership and staff understand the power of their data, utilizing actionable information has the ability to drive the changes needed to improve care management outcomes.

We will be discussing:

Leveraging the data: How analysis enables decision support and why spotting trends, recognizing patterns, tracking improvements, identifying high-cost variances and addressing identified issues matters;

Where to start: Effectively using analytics tools like dashboards to understand care management concerns within your organization, and to monitor how process changes can lead to improved outcomes;

ROI: Sneak peek at the #'s.

P2

The Paradigm Shift in Healthcare – How to improve care teams, revenue, and the patient experience

Robert Budman, MD, MBA, CDI-P -Nuance Healthcare, CMIO

Healthcare leaders at rural hospitals face a litany of challenges. Physician burnout, financial distress, and regulatory changes over the past year have intensified while new ones have emerged. The resulting paradigm shift is an opportunity to rethink current strategies, make the most available resources to support care teams, recover revenue, and employ technology to improve the patient experience. During this session, we will discuss how to advance the delivery of a more patient-focused, accessible, cost-effective, personalized healthcare experience while capturing the complete patient narrative; where change can come from: personalization, expanded access, value-based care, technology adoption, empowerment to self-manage, or advancing the use of predictive data for decision-making both clinically and operationally; supporting care teams, improving and maintaining revenue levels and improving the patient experience. We will also review the importance of successful telehealth visits in which you are solely focused on the patient.

P3

How to Intervene and Prevent Unnecessary Patient Leakage

Ben Dunford – Rural Physicians Group, President

Sandra Guidry, MD - Rural Physicians Group, Chief Medical Officer

In this session, Ben Dunford and Sandra Guidry, MD discuss the issue of patient leakage, why it happens, and how rural hospital leaders can intervene to retain more patients locally. Specifically, the speakers will discuss patient leakage that occurs due to Provider Decision vs. Patient Choice, how word of mouth affects your hospital, and how to break the cycle that leads to unnecessary patient transfers and patient dissatisfaction. At the end of this session, rural hospital leaders will be able to reflect on their own patient leakage cycle and identify key areas of opportunity for improvement in their own hospitals.

P4

Introducing StroudwaterGCL: Providing USDA loans to replace, renovate, & expand rural health systems

Brian Haapala, MHSA, FACHE – StroudwaterGCL, CEO

Jeremy F. Gilpin -Greater Commercial Lending, Executive Vice President

In this session, longtime NRHA member Brian Haapala and Jeremy Gilpin, Executive Vice President at Greater Commercial Lending, review the capital needs in rural health and discuss opportunities for funding through the USDA Community Facilities loan program. With a mission to identify how rural providers can access USDA loans to create a healthcare system that works better for everybody. This session highlights the best practices for the application process and schedule, working with third parties to prepare a successful application, and securing capital commitments in a timely and reliable process.

Brian and Jeremy also introduce how the new StroudwaterGCL partnership combines Stroudwater's historical commitment to improving rural health care systems with Greater Commercial Lending's not-for-profit credit union-based USDA lending services. The partnership was designed specifically to assist rural health care's unique challenges and to leverage the USDA's public private partnership resulting in increased sustainable investments in the rural health infrastructure.

P5

Flexible Staffing: Innovative Solutions for Rural Hospitals

Earl Dalton - Health Carousel, Chief Nursing Officer

Earl Dalton, Chief Nursing Officer, Health Carousel, will discuss the impact of inadequate nurse staffing in hospital units and offer insights into how flexible staffing can help hospitals maintain optimal patient-nurse ratios.

Attendees will learn about:

- The negative impact of inadequate staffing
- Understanding true vacancy & operational vacancy
- Benefits of flexible staffing models for preparing your workforce
- How rural hospitals can leverage contingent & international staffing
- Reducing the burden of staffing with Managed Services Programs (MSPs)

We'll end with a Q&A session, so be sure to bring your questions with you!

P6

Creating Quality & Coordinating Synergy in Rural Communities: An Introduction to Boa Vida Healthcare

P7

Increased Revenue at Scott County Hospital with Hitachi's New CT - Scenaria View

Mark Burnett – Scott County Hospital, CEO

Heather Wren BS, R.T. (R)(M)(CT), LRT Scott County Hospital, Imaging Manager

Learn how Hitachi increased CT revenue at Scott County Hospital by \$215,000 over 14 months. Hitachi's Product Manager, Tracy Ricchiuto, interviews Scott County Hospital's CEO, Mark Burnett, as they discuss expectations and the collaborative relationship. Additionally, the Imaging Manager at Scott County will review the features and benefits of the Scenaria View as well as Hitachi's service. She also speaks to an increase in referring physicians due to the improved image quality with The View.

P8

Moving your clinic forward using Quality Improvement

Kate Hill, RN The Compliance Team, Inc. - Vice President Clinic Division

Join this session to learn ways to improve quality, have more satisfied staff and patients, and get the attention of payers with those quality measures.

P28

Strategic Planning Post (or Amid) COVID-19

Ralph Llewellyn, CPA, CHFP - Eide Bailly, Partner-in-Charge of Critical Access Hospitals

This presentation gives specific instruction on strategic planning and how different approaches can suit different organizations in a variety of circumstances. The COVID-19 pandemic, for a time, put long-term planning on hold. In addition, permanent changes in the industry can inhibit the effectiveness and relevance of previous strategic planning work. Now that hospital operations are resuming a new kind of normal, strategic planning can resume, old plans can be reviewed, and lessons learned from the crisis can be incorporated.

Learning objectives:

- Compare different approaches to strategic planning. One size doesn't fit all.
- Discuss how Telemedicine was rapidly deployed/expanded during the pandemic and how it may play a role in the wake of COVID-19.
- Discuss how updates to the strategic plan may also lead to changes in your approach to communications and marketing.

1:45 – 3:15 p.m.

Opening Session

John Gale, NRHA, President

Alan Morgan, NRHA, CEO

White House Update

Cedric Richmond, Director, White House Office of Public Engagement

HRSA Rural Health Update

Tom Morris, Associate Administrator, Federal Office of Rural Health Policy

Heather Dimeris, Associate Director, Federal Office of Rural Health Policy

Sarah Heppner, Policy Research Division Director, Federal Office of Rural Health Policy

Megan Meacham, Rural Strategic Initiatives Division Director, Federal Office of Rural Health Policy

3:15 – 5:15 p.m.

Virtual Tradeshow

Research & Poster Session Break

3:15 – 4:15 Featured Partner Session

Getting your Board on Board: The Tri-County Health Care success journey

Joel Beiswenger, President & CEO Tri-County Health Care

Mike Milligan President Legato Healthcare Marketing

Your board of directors can be one of your most valuable assets. Tri-County Health Care President and CEO, Joel Beiswenger, along with Mike Milligan, President of Legato Healthcare Marketing, will share best practices

and real-life examples of how to engage, inspire and educate your board to collaboratively develop your strategic plan and marketing strategy, while providing you the autonomy to carry out their vision. Discover ways to build engagement, collaboration, and trust. Learn effective and productive methods of involving your board in business planning, develop a marketing plan to achieve specific and measurable goals. We will also discuss how to effectively utilize and interpret data on market share, capacity, patient trends, demographics and revenue potential to identify and capitalize on growth opportunities.

3:15 – 4:00 p.m.

Partner Sessions

P10

Accurate, Automated CAH Time Studies

Leah Burke - VersaBadge, Director of Client Success

Angie Anderson - VersaBadge, Director of Client Success

Chris McCartin - VersaBadge, Director of Client Relations

Are you confident that your Critical Access Hospital is obtaining accurate reimbursement and submitting a highly defensible cost report? The goal of this session is to help you improve the accuracy of time studies, be more compliant, and learn how automation can benefit the financial health of your facility.

P12

Improving your Outcomes through Successful Recruitment

Jeremy Foley, CEO, PX3

Join this session to learn successful recruitment tips from PX3. PX3 leadership has been working with Rural hospitals for 14 years and has identified key strategies that are foundational and contribute to outcome improvement. We will discuss the importance of clear communication, assessing the market, available resources, developing a recruitment plan and more.

P13

Vaccines from A-Z and What You Need to Know Today About the COVID-19 Vaccine

J. Hudson Garrett Jr., MD - Community Health Associates, LLC, President and Chief Executive Officer

Join us for this session hosted by industry expert, Dr. Hudson Garrett, Adjunct Assistant Professor in the Division of Infectious Diseases at the University of Louisville School of Medicine and President and Chief Executive Officer, Community Health Associates, LLC, to learn all about COVID-19 vaccines from development and clinical trials to administration – and the role you play in infection prevention.

P14

340B Drug Pricing Program Success for Your Organization

Claire E. Johnson, RHIA® - BKD, Senior Managing Consultant Health Care Performance Advisory Services

Brian M. Bell – BKD, Managing Director, Health Care Performance Advisory Services

No two organizations are utilizing their 340B Programs the same. With complex requirements for organizations to follow, there remains the opportunity to create added savings for your organization, your patients, and your community. Lessons have been learned from working with a variety of covered entities. This session will cover the recent 340B developments, considerations, and lessons on how to create a strong compliance framework.

P15

Never Go It Alone

*Brant Couch CEO of Healthsure Manager of the Rural Hospital Insurance of America
Jonathan Bailey CEO Hansford County Hospital District*

In this session you will find out how a group of rural and community hospital CEOs were able to split \$1.6 million among their hospitals in 2020 instead of giving it to big insurance companies. You will also learn how these hospitals work together to improve employee health and wellbeing, reduce claims and claims cost, control prescription drug costs, and leverage previously unavailable data in their strategic decision making. Join this session to learn how these initiatives contribute to the success of rural hospitals across the country.

P16

Benefits of Advanced Wound Care in the Rural Setting

Sarah Hull, FNP-C, WCC, DWC

This session will highlight the clinical need for advanced wound care in the rural setting and discuss the common types of wound care service, including amniotic allograft, that can be provided locally. The presenter will share key insights into starting a rural wound care program and outline the benefits of partnering with Vivex Biologics to build your wound care program.

P20

Patient Access: Bringing Surgeons to Rural America

*John D. Campbell, MD, MBA- Synergy Surgicalists, Co-Founder and President
Rand Schleusener, MD, MBA - Synergy Surgicalists, Co-Founder and Chief Surgical Officer
Cathy McDowell, BSN, MBA - Synergy Surgicalists, Chief Operating Officer*

Synergy Health Partners clinical leadership team discusses the growing popularity of the rural surgicalist model, which is designed to address surgeon recruiting challenges in rural markets, provide better access to quality care, and enhance surgeon quality of life

4:15 – 5:00 p.m.

Partner Sessions

P26

Physician Burnout is on the Rise

Ron Louks, MD MBA – CPSI, Medical Director

Join this session to hear Dr. Ron Louks identify causes and recognize symptoms of physician burnout along with a discussion around interventions when its being noticed in your facility.

P27

Keeping it Local: Measuring and Reducing Outmigration in Your Market

Adam Nouzovsky - Intellimed, Regional VP, Business Development

Richard Ziegler – Intellimed, Customer Success Manager

Learn how to assess your communities current and future healthcare needs, uncover outmigration in key service lines, and identify facilities and physician practices contributing to patient migration using healthcare data. We will discuss why some patients leave to receive treatment outside their community and what you can do to change it using a detailed case study.

P29

Tackling the Training and Education Challenges in Rural Healthcare

Kenyatta Owens – MEDHOST, Director of Education

Providing training to healthcare workers in the rural setting is likely to significantly improve the recruitment and retention of skilled healthcare providers in rural areas. The resource-strapped rural health facilities must juggle immediate needs while ensuring their new and existing staff is well trained in the technology they are using. These hospitals and clinics must have structured training programs for staff onboarding to enable quicker ramp-up times and continuing education to ensure well-trained staff. Leveraging learning technologies to evolve their training can help save money, improve productivity, and boost learner confidence. During this educational and informative presentation, we will discuss:

- The implications of an understaffed workforce in rural healthcare
- The consequences of inadequate training and turnover
- The benefits of established training plans, including EHR solution
- Utilizing learning technology to advance training programs
- Features and benefits of online learning training solution

5:15 – 6:15 p.m.

Concurrent Sessions

3A

Addressing Farm Stress and Rural Mental Health

Shawnda Schroeder, PhD, Center for Rural Health, University of North Dakota School of Medicine and Health Sciences, Associate Director of Research, Faculty

This session describes the definition of farm stress, contributing factors, the impact of farm stress on the family and community, barriers to utilization of mental health services in agricultural communities, and how farming demographics and associated stress vary by U.S. region. Presenters will also share resources and successful community models.

3B

Building a Better Rural Health Clinic

John Gale, MS, Maine Rural Health Research Center, Senior Research Associate

Rural primary care offers varied clinical roles, procedural expectations, and a wide scope of practice. Formal institutional support of new nurse practitioners entering rural primary care has the potential to enhance productivity, longevity, and patient satisfaction. Healthcare institutions and universities can leverage resources to create mutually beneficial post-graduation fellowship experiences.

3C

Rural Emergency Medical Services: Providing Evidence-based Care

Nikiah Nudell, The Paramedic Foundation, Chief Data

Davis Patterson, PhD, WWAMI Rural Health Research Center, Director / Research Associate Professor

Do rural emergency medical services (EMS) personnel provide care that is evidence-based and aligned with National EMS Scope of Practice Model standards? Learn about the results of a national study of EMS provider practices and engage in an interactive discussion of implications for high quality care in rural communities.

3D

Models of Integrating Community and Health

Kevin Bennett, PhD, SC Center for Rural & Primary Healthcare, Director

Susan DuPlessis, South Carolina Arts Commission, Community Arts Development Director and Local Arts Agency Liaison

Megan Weis, DrPH, SC Center for Rural & Primary Healthcare, Director of Community Engagement

Beverly Wilson, FoodShare South Carolina, Co-Founder and Executive Director

This panel presentation and discussion will share several innovative models and methods for reinvigorating rural communities and building non-traditional partnerships to improve public health and health care. Examples to be shared include rural libraries connecting patrons to health care, food accessing programming, and the art of community and storytelling.

3E

Rural Residency Development: Evaluation of Program Readiness

Mark Holmes, PhD, UNC Gillings School of Global Public Health, Professor

Randall Longenecker, MD, Ohio University Heritage College of Osteopathic Medicine, Professor of Family Medicine and Assistant Dean Rural and Underserved Programs

Amanda Weidner, MPH, University of Washington Family Medicine Residency Network, Research Consultant

Emily Hawes, PharmD, University of North Carolina School of Medicine, Associate Professor

Rural America has fewer physicians leading to poorer health outcomes. In order to build the rural physician workforce, the Health Resources and Services Administration (HRSA) funded a Rural Residency Planning and Development-Technical Assistance Center to support development of 38 rural residency programs in family medicine, psychiatry and internal medicine.

3F

Racial and Ethnic Rural Health Disparities (FORHP)

Per Ostmo, BA, Gateway, Outreach Specialist

Erin Towner, MPH, FORHP, Public Health Analyst

Jan Eberth, PhD, FACE, South Carolina Rural Health Research Center, Director

Hear an overview of the latest national rural health research on racial and ethnic health disparities. It is imperative to address dual disparities in healthcare access and outcomes to reduce inequities in mortality. The session will include where to find new research, and a conversation around policy and practice implications.

3G

Research

Material Resources, Wellbeing and Health in Appalachian Children

Jarod Giger, PhD, Associate Professor, University of Kentucky

Disparities in School-Based Mental Health Services Across Rurality

Janessa M. Graves, PhD, MPH, Associate Professor, Washington State University

Children's Use of Telehealth Services in Maine

Yvonne Jonk, PhD, Associate Research Professor, Deputy Director, University of Southern Maine

Targeting Pediatric Farm Injury Prevention: Age, Location, Season

Christopher J. McLaughlin, MD, Resident Physician, Department of Surgery, Penn State Health

RHIS Track

Turning the curve: Re-invigorating rural maternity care services

Martha Carlough, M.D., University of North Carolina - Chapel Hill, Professor, Family Medicine

This workshop will describe critical steps towards reinvigorating rural maternity care including: background literature review, population based projections of need, baseline survey of similar hospitals with/without deliveries, community engagement efforts, and developing a partnership between a critical access hospital, an academic medical center and a rural family medicine training program.

RHIS Track

Building a Better Board: experiences in education

Bree Watzak, PharmD, Center for Optimizing Rural Health, Director of Technical Assistance

Chris Scoggins, M.P.H., Director of Special Projects, Georgia Rural Health Innovation Center

Vicki Lewis, MS, FACHE, Coffee Regional Medical Center, President & Chief Executive Officer

Rural hospitals are operating in crisis mode and an uninformed or ill-informed board has the potential to hasten the closure of a hospital. Come hear about lessons learned delivering board education from the Georgia Rural Health Innovation Center and the Center for Optimizing Rural Health.

Thursday, May 6, 2021

10 – 10:55 a.m.

Constituency Group Meetings

11 – 11:45 a.m.

Concurrent Sessions

4A

Positive Childhood Experiences before and during COVID-19

Eric Bellamy, Children's Trust of South Carolina, Chief Partner Engagement Officer Elizabeth Crouch, PhD,

University of South Carolina, Rural and Minority Health Research Center, Assistant Professor, Deputy Director

Melinda Merrell, PhD, Rural and Minority Health Research Center, Research Assistant Professor
Janice Probst, PhD, Rural and Minority Health Research Center, Professor
Cathy Ramage, Children's Trust of South Carolina, Director of Home Visiting

Positive childhood experiences (PCEs) foster healthy child development. Interventions to increase PCEs, such as home visiting, were paused or conducted remotely during the COVID-19 pandemic. We describe the 2017-2018 prevalence of PCEs among rural children and discuss how advocacy groups may promote PCE-focused programming in post-pandemic rural America.

4B

Post-Acute Care for Rural Medicare Beneficiaries

Tracy Mroz, PhD, WWAMI Rural Health Research Center- University of Washington, Associate Professor, Rehabilitation Medicine
Pat Justis, MA, Washington State Office of Rural Health, Executive Director

This presentation will describe recent studies from the WWAMI Rural Health Research Center on post-acute care and discuss implications for policy and practice. Topics include planned versus actual discharges to post-acute care, quality of rural versus urban providers, and potential impact of overlapping policy changes on rural home health agencies.

4C

Implementation of a telepharmacy simulation amidst a pandemic

Kelly Cochran, PharmD, University of Missouri-Kansas City School of Pharmacy at MU
Barbara Kasper, PharmD, University of Missouri-Kansas City School of Pharmacy at MU

Telehealth education and telepharmacy skills are not widely implemented in core pharmacy curricula but were incorporated into a rural health and agrimedecine elective course. Instructors pivoted to deliver the assessment in the pandemic. Telepharmacy simulation provided hands-on experience for students to practice skills needed in a rural healthcare setting.

4D

Health and Safety of Rural Residents Living Alone

Carter Florence, DrPH, Meals on Wheels America, Senior Director, Strategy & Impact
Carrie Henning-Smith, PhD, MPH, MSW, University of Minnesota Rural Health Research Center, Assistant Professor and Deputy Director
Mariana Tuttle, MPH, University of Minnesota Rural Health Research Center, Research & Communications Fellow

Living alone is associated with particular risks of poor health, social isolation, and safety threats, especially among individuals with underlying health conditions. This session will describe the health of rural residents living alone, as well as on-the-ground perspectives of rural home-delivered meal providers supporting older rural residents living alone.

4E

Community Characteristics of HRSA's Rural Residency Program Grantees

Erin Fraher, PhD, MPP, Cecil G. Sheps Center for Health Services Research, Director, Carolina Health Workforce Research Center; Associate Professor

Emily Hawes, PharmD, UNC School of Medicine, Associate Professor
Julia Long, BSPH, Cecil G. Sheps Center for Health Services Research, Graduate Research Assistant
Cristen Page, MD, MPH, University of North Carolina School of Medicine, Executive Dean, William B. Aycock Distinguished Professor

This presentation will summarize the demographic, practice, and socioeconomic characteristics of the 38 healthcare organizations in 24 states that received funding through the Federal Office of Rural Health Policy's Rural Residency Planning and Development (RRPD). Grantees include 30 Family Medicine, 5 Psychiatry and 3 Internal Medicine programs across the country.

4F

Black Lung and COVID-19: A forgotten respiratory disease during a novel respiratory pandemic (FORHP)

Krista M. Mastel, MPH, HRSA, Public Health Analyst

Donald Givens, Coal Miners' Respiratory Clinic at Owensboro Health Muhlenberg Community Hospital, Director
Kim Brumfield, RN, BSN, Coal Miners' Respiratory Clinic at Owensboro Health Muhlenberg Community Hospital, Nurse Supervisor

Black lung, an umbrella term for multiple respiratory diseases caused by the inhalation of coal dust, is often thought of as a forgotten disease of a bygone era. However, there's been a recent rise in prevalence and with no cure, black lung causes a slow, suffocating death. As coronavirus spread across America, HRSA-funded clinics that serve coal miners with black lung respiratory diseases had to react. In this session, you'll hear how one clinic took steps to protect their coal miner patients, shifted service delivery to telehealth, and phased their reopening with significant modifications to maintain critical services for their coal miners.

4G

Research

Rural-Urban Differences in Out-of-Pocket Prescription Drug Spending

Elora Way, MA, Research Analyst II, MPH Candidate, University of Southern Maine

Non-Urgent Use of Emergency Departments by Rural and Urban Residents

Erika Ziller, PhD, Director, Maine Rural Health Research Center

Acuity Differences Among Newly Admitted Medicare Residents in Rural and Urban Skilled Nursing Facilities

Yvonne Jonk, PhD, Associate Research Professor, Deputy Director, University of Southern Maine

Differences in Paid Medical Leave among Rural and Urban Workers

Erika Ziller, PhD, Director, Maine Rural Health Research Center

RHIS Track

From the Field: New Models of Payment and Delivery

John Supplitt, American Hospital Association, Senior Director

As rural leaders search for new models of payment and delivery many can be found in demonstrations from CMMI as well as innovations from the field. This session will highlight the experiences of rural hospital and health systems with Hospital-at-Home, Accountable Health Communities, the origins of CHART Community and ACO transformation tracks, Community Health Workers and more.

RHIS Track

Innovative Funding Solutions for Nursing Workforce Transition to Practice

Nicole Weathers, University of Iowa College of Nursing, Iowa Online Nurse Residency Program Manager

Rosalee Locklear, MS, MPH, Oregon Office of Rural Health, Field Services Program Manager
Jodi Johnson BSN, RN, Cherokee Regional Medical Center, Nurse Manager Medical/Surgical Services

Explore the use of two funding opportunities organizations have used to bring a transition program to fruition.

12 – 12:45 p.m.

Concurrent Sessions

5A

Why Are Eastern Kentucky's Overdose Mortality Rates Declining?

Matt Brown, Addiction Recovery Care, Senior Vice President of Administration

Megan Heffernan, NORC at the University of Chicago, Research Scientist

Michael Meit, NORC at the University of Chicago, Senior Fellow

The NORC Walsh Center and the UK Center for Excellence in Rural Health are conducting a study to understand factors contributing to decreased overdose mortality rates in Eastern Kentucky. Presenters will discuss key informant interview findings focused on cross-sector collaboration, increased access to treatment, and shifts in drug use.

The Opioid Research Consortium of Central Appalachia (ORCCA)

Michael Meit, East Tennessee State University, Center for Rural Health Research and Deputy Director, Center for Substance Misuse in Rural America

Robert Pack, PhD, East Tennessee State University, Director, Center for Substance Misuse in Rural America

The Opioid Research Consortium of Central Appalachia is a sustained multi-institutional consortium of five universities, three health systems and more than six community agencies organized to accelerate collaborative, highly translational opioid treatment and prevention research by converging scientific, clinical, and community capacity to improve rural health in Central Appalachia.

5B

Innovative and Promising Practices in Telehealth Implementation Across Rural and Underserved Communities

Oyinkansola Oloniniyi, MPH, American Academy of Pediatrics, Telehealth Infrastructure Initiatives Program Manager

To support practices and clinicians in rural communities with the implementation and sustainability of telehealth, this session will highlight innovative and practical strategies as well as promising practices in telehealth from community-based practices that implemented telehealth to increase access to care in rural and other underserved communities during the COVID-19 pandemic. The information presented in this session will highlight lessons learned from a Maternal and Child Health Bureau funded COVID-19 response grant awarded to the American Academy of Pediatrics.

5C

Meeting the Need for Rural Emergency Preparedness Training

David Line, PhD, Eastern Washington University, MPH Program Director

Mary-Katherine Smith McNatt, DrPH, A.T. Still University, MPH Department Chair

Susan Thomas, A.T. Still University College of Graduate Health Studies, Instructional Designer
Marsha Presley, PhD, MPH, A.T. Still University, Research Associate and adjunct faculty

During this session, attendees will learn about the development of an online, asynchronous public health emergency preparedness training certificate designed to meet the need for training and preparing the rural public health workforce to respond to public health emergencies and disasters.

5D

Navigators Confront Social Isolation, SDOH Disparities in Rural Communities

Leo Blandford, Outer Cape Health Services, Director of Community-Based Programs
Andy Lowe, Outer Cape Health Services, Chief Strategy Officer
Haley Schachter, University of Massachusetts Medical School, Medical Student
Brianne Smith, Outer Cape Health Services, Community Navigator Program Coordinator

Learn how community health workers (Navigators) provide intervention in rural outer Cape Cod communities. Underserved vulnerable residents of this vacation destination struggle through long winters with depression and social isolation exacerbated by social determinants challenges in housing, transportation, employment, etc. Navigators employ innovative techniques/tools to improve outcomes/reduce emergency services usage.

5E

Mountains to Sea: Creating a Statewide Rural Health Curriculum in NC

Meredith Bazemore, MPA, UNC School of Medicine, Director, Office of Rural Initiatives
Benjamin Gilmer, MD, Mountain Area Health Education Center (MAHEC),
Bryan Hodge, DO, Mountain Area Health Education Center (MAHEC), Director of Center for Health Professions Education and Rural Health Initiatives, UNC Health Sciences at MAHEC
Caroline Roberts, MD, UNC School of Medicine, Faculty Champion, Office of Rural Initiatives

UNC School of Medicine is partnering with Mountain Area Health Education Center (MAHEC) and Southeastern Area Health Education Center (SEAHEC) to create a shared rural curriculum. The COVID-19 crisis created several challenges, but also unique opportunities for innovation, collaboration, and a new vision on rural curriculum delivery.

Longitudinal Program Success: Building a Rural Workforce in NC

Meredith Bazemore, MPA, UNC School of Medicine, Director, Office of Rural Initiatives
Caroline Roberts, MD, UNC School of Medicine, Faculty Champion, Office of Rural Initiatives

The Kenan Rural Primary Care Scholars Program had the first group of scholars (6) complete residency in 2020. Four signed contracts in rural North Carolina supporting workforce needs across the state. Of 61 total KRPMS scholars with 31 graduates, 26 have matched into Primary Care with intent to practice in NC.

5F

Public and Private Collaborative Approaches to Health and Well-Being in Rural Communities (FORHP)

Christopher Barron RPh, MBA, Executive Director – Population Health & Clinical Services, Fort Healthcare
Lisa Harrison, MPH, Granville Vance Public Health, Health Director
Charles Anderson, Chair Emeritus, San Juan Island Community Foundation & Co-Founder, PeaceHealth Peace Island Medical Center
Nkemakolem Osian, MPH, Federal Office of Rural Health Policy, Public Health Analyst

Attendees will learn the importance of partnerships to improving health and well-being of residents in rural communities. In this session, speakers will highlight examples of past successful collaborations among public-private organizations that led to improved health outcomes of their rural communities. Speakers will also share existing resources to help an interested organization start building strategic partnerships in their own community.

5G

Research

Traumatic Brain Injuries in urban and rural counties

Jill Daugherty, PhD, MPH, Epidemiologist, CDC

Cervical Cancer Treatment Initiation and Survival: The Role of Residential Proximity to Cancer Care

Peiyin Hung, PhD, MSPH, Assistant Professor, University of South Carolina Rural & Minority Health Research Center

Opioid Use Among Rural Medicare Beneficiaries

Yvonne Jonk, PhD, Associate Research Professor, Deputy Director, University of Southern Maine

RHIS Track

History of Rural Hospital Support Programs: Lessons Learned

John Gale, M.S., Maine Rural Health Research Center, Senior Research Associate

This session reviews the history of state and federal programs to support vulnerable rural hospitals, summarizes the lessons learned, and uses those lessons to inform current policy initiatives to address rural hospital closures. It will provide a historical policy context to assist policymakers in their efforts to support at-risk hospitals.

RHIS Track

Overcoming Medication Assisted Treatment Barriers in Rural Communities

Steven Kelley, Westchester-Ellenville Hospital Inc, President and CEO

Victoria Reid LMSW, Ellenville Regional Hospital, Executive Director - Rural Health Network

Patients who present to the Emergency Department in withdrawal or post overdose are offered Buprenorphine with a warm hand off to a Certified Recovery Peer Advocate. Providers can provide Buprenorphine for up to 72 hours and local providers have agreed to start treatment by day 4, eliminating treatment gaps.

1 – 1:45 p.m.

Rural Health Awards

2 – 3 p.m.

Keynote Address

Sarah Smarsh, Journalist and author

3 – 3:45 p.m.

Concurrent Sessions

6A

Mental Health in Farm and Ranch Country

Tara Haskins, DNP, RN, AgriSafe Network, Mental Health in Farm and Ranch Country
Amanda Stone, PhD, Mississippi State University, Assistant Professor

Recognizing mental distress in agricultural populations and starting a dialogue is critical. Family dairy farms have been going out of business faster than any time in recent history- and then COVID-19 hit. Relating to intense farm stress and despair requires an understanding of how the system works or doesn't work.

6C

Messaging Within COVID-19 Landscape in Rural Illinois Communities

Heather Whetsell, SIU School of Medicine-Population Science and Policy, Administrative Director

This session demonstrates how a nontraditional academic medical department with a social mission communicates with its rural partners.

Pioneering Ideas for Rural Illinois Communities

Heather Whetsell, SIU School of Medicine-Population Science and Policy, Administrative Director

Southern Illinois University School of Medicine's Department of Population Science and Policy (PSP) developed a change theory bridging research, data evaluation, community engagement and policy implementation to address health disparities in Illinois's rural communities. PSP has developed a reputation as a rural change agent with infrastructure, capability, and public/private partnerships.

6D

Rebuilding the Foundation of Rural Community Health

John Gale, M.S., Maine Rural Health Research Center, Senior Research Associate
Alana Knudson, PhD, Walsh Center for Rural Health Analysis at NORC, Principal Research Scientist and Co-Director
Shena Popat, MHA, Walsh Center for Rural Health Analysis at NORC, Research Scientist

COVID-19 has dramatically exposed the cracks in the foundation of America's rural health system and significantly weakened many rural providers. Long-term strategies to rebuild, rather than patch, this foundation should rely on four policy cornerstones: new financing and delivery models, local health planning, regionalization of delivery systems, and community engagement.

6E

Physician Assistant Readiness for Rural Practice

Holly Andrilla, , Collaborative for Rural Primary care Research, Education, and Practice (Rural PREP), Co-investigator
Eric Larson, PhD, Collaborative for Rural Primary care Research, Education, and Practice (Rural PREP), Lead Investigator
Davis Patterson, PhD, Collaborative for Rural Primary care Research, Education, and Practice (Rural PREP), Director

We will present new Rural PREP study findings on how physician assistant (PA) training programs prepare PAs for rural practice, sharing insights from program directors, as well as preceptors, and staff at rural training sites. An expert panel will lead discussion about best practices in rural clinical training for PAs.

Rural Health Workforce: Who Cares for Rural Populations?

Holly Andrilla, WWAMI Rural Health Research Center, Senior Research Scientist / Deputy Director

Davis Patterson, PhD, WWAMI Rural Health Research Center, Director / Research Assistant Professor

Join the WWAMI Rural Health Research Center to hear the latest findings on rural/urban health workforce distribution and who provides care to rural populations. We will share national and state-by-state profiles of both the primary and specialty care workforces, with special attention to behavioral health, obstetrics, and general surgery providers.

6F

Prop.10 CDC's Rural COVID-19 Response (FORHP)

Diane M. Hall, PhD, MEd, Centers for Disease Control and Prevention, Senior Scientist for Policy and Strategy

Sahira Rafiullah, Federal Office of Rural Health Policy, Chief Advisor

In January 2020, the Centers for Disease Control and Prevention (CDC) launched an agency-wide response to the COVID-19 pandemic. This session will discuss the structure of CDC's rural response team, how they addressed rural as part of their response, and how CDC utilized new and existing partnerships to inform their work.

6G

Research

Rural-Urban and Sociodemographic Disparities in Broadband Access

Whitney Zahnd, PhD, Research Assistant Professor, Rural & Minority Health Research Center at the University of South Carolina

EHR Functionality and Hospital Costs: Rural vs. Urban

Claudia A. Rhoades, Ph.D. Student, Oklahoma State University

Examining Rural Hospital Bypass for Inpatient Services

Alana Knudson, PhD, Director, NORC Walsh Center for Rural Health Analysis

Inpatient Treatment Costs Associated with Substance Use Disorders

Curt Mueller, PhD, Senior Fellow, NORC at the University of Chicago

RHIS Track

Exploring the Impacts of the Medicare Advantage Program

Jeanna Ballard, Northern Illinois University's Center for Governmental Studies, Senior Research Associate,

Melissa (Mel) Henriksen, Northern Illinois University's Center for Governmental Studies, Assistant Director

Northern Illinois University and the Illinois Critical Access Hospital Network explored the impact of the Medicare Advantage program. Increased contracting with Medicare Advantage plans means policymakers need to evaluate critical components of the program including billing guidelines and standardization, pre-authorization requirements, repayment formulas, cost settlement processes, and beneficiary education/outreach.

RHIS Track

Rethinking Healthcare Facility Design Post-Pandemic

Tim Putnam, DHA, MBA, FACHE, CEO/President, Margaret Mary Health

Rob Schoeck, AIA, NCARB, Healthcare Practice Leader, American Structurepoint

Tracey Graham, DNP, MSN, MSM, APRN, FNP-C, CEN, Senior Healthcare Consultant, Hord Coplan Macht

Jim Albert, AIA, ACHA, LEED AP, Principal, Hord Coplan Macht

This presentation will discuss the future of healthcare design for all Hospital and Ambulatory executives as we learn from this crisis the importance of proactive preparedness. Social distancing will not only continue in day-to-day life, but will become a key factor when designing waiting rooms, dining facilities, and other public spaces. Increased implementation of telehealth and other emerging technologies will shift the hospital's focus to provide more acuity adaptable models of care.

Friday, May 7, 2021

10 – 10:55 a.m.

Networking Roundtables

11 – 11:45 a.m.

Partner Education Sessions

P17

Connecting the UR process to the patient through artificial intelligence

Kelly Layton RN, BSN, ACM – XSOLIS, Senior Director of Clinical Engagement

Patty Dietz RN, BSN, CPHQ, ACM – XSOLIS, Clinical Director, Sales

Utilization review is changing. COVID-19 highlighted the importance of accurate, appropriate reimbursement; providers and payers see the need to tear down administrative hurdles and focus on patients, not process. Learn how technology and artificial intelligence are changing the utilization review equation for the better and allowing for a smarter, more streamlined payer-provider framework. We'll explore how to harness the tools of tomorrow, today. Join us.

P18

Transforming New Graduates Nurses into Bedside Leaders

Nicole Weathers MSN, RN - Program Manager Iowa Online Nurse Residency Program

Healthcare organizations across the country are hiring new graduate nurses to fill vacancies left behind from COVID19. Onboarding new graduates take more resources and leave the organization without the depth of skills and experience, lacking leaders at the bedside. Learn how the Iowa Online Nurse Residency Program helps organizations transform new graduates into bedside leaders through training programs and collaborative resources that can be implemented in even the smallest rural organization.

P19

The Changing Tides of Opioid Stewardship

Jeffrey Fudin, PharmD - Remitigate Therapeutics, President

Pain organizations, societies, and government agencies have implemented several different guidelines, recommendations, and guidance documents, especially within the past 5 years that endorse monitoring strategies, dosing procedures, and utilization of interdisciplinary teams to best and most optimally manage

patients maintained on long-term and short-term opioid therapy. One of these solutions has been the development and implementation of opioid stewardship throughout the country, which is a strategy that has been published by the National Quality Forum (NQF) conscripting healthcare leadership to address opioid risks.

Adopted from NQF's antimicrobial stewardship programs that have been entrenched within healthcare systems since the 1990s, opioid stewardship centers around the ideals of managing complex pain by understanding pharmacology and therapeutics of various analgesics, to allow for the most appropriate and safe use of them in patients with chronic and acute pain. This presentation highlights different clinical aspects of opioid care that are integral in understanding its overall pharmacology and therapeutics, emerging advances within opioid therapy, and incorporates these within the context of optimizing successful opioid stewardship.

Specifically, sublingual sufentanil tablet (SST) use in the acute pain medically supervised setting will be discussed in comparison to other commonly prescribed intravenous options. Pharmacokinetic and pharmacodynamics properties of this new formulation, the delivery device and its significant measurable advantages will be highlighted.

P22

Unique Needs and Holistic Approach to Medical Device Cybersecurity

John Gomez - Sensato, Founder & CEO

In the 2021 ECRI Report of Top 10 Health Technology Hazards, vulnerabilities in medical devices ranked near the top. Because a human life could be relying on the security of your medical devices, it is important to approach your medical device cybersecurity strategy differently than your IT cybersecurity strategy.

The session will discuss medical device cybersecurity threats and what hospitals should consider when defining their medical device cybersecurity strategy. Included will be information that illustrates how important it is to take a holistic approach to medical device security and guidance for creating a comprehensive Medical Device Cybersecurity strategy.

Attendees will take away information about:

- Defining policies, best practices, and governance for strong compliance
- Unique staffing approaches involving IT, legal, Bio-med, clinicians, and other stakeholders
- How a medical device cybersecurity plan is different than an IT cybersecurity plan
- Protocol driven Medical Device incident response

P23

A Hospital Medicine Program Designed to Keep Your Patients Local

Dr. Troy Ahlstrom, RMD for the Great Lakes Region

Many rural and critical access hospital leaders strive to keep their patients in the community. That said, the cost of offering 24x7x365 hospitalist coverage is a significant barrier to this goal. Recruiting hospitalists and specialists to rural areas is a challenge exacerbated by requiring night and weekend coverage. In this webinar, Troy Ahlstrom, MD, will share how:

- Delivering high-quality 24x7x365 care is economically feasible

- Collaboration between on-site and tele-hospitalists keeps patients in the community
- Recruiting on-site hospitalists is easier with tele-hospitalist support
- A strong hospitalist program can attract specialists, including pulmonary specialists and cardiologists
- Sound brings this to life in a rural hospital case study

P24

Supply Chain Strategy: 7 Lessons to Learn and Grow

Missy Hill, RN, CPHRM, FCN, HACP Director, Med/Surg Advisory Specialist, Intalere

In theory, the supply chain is the repository for a treasure trove of data on products, including price, use and outcomes. Supply chain represents 30 percent of hospital operations, ranking second only to labor in cost. However, the pandemic quickly unearthed detrimental fissures in the global supply chain. An overreliance on just-in-time (JIT) procurement strategies and a lack of industry-wide data sharing left many healthcare providers in the dark, unable to predict critical supply shortages or find alternative solutions.

In this session we will review recent regulatory updates, resources available to make sure that you are better prepared and more informed, and finally, several lessons that will support the resiliency, efficiency and sustainability of your supply chain, including:

1. Maintaining flexibility and cross functional collaboration.
2. Understanding and utilizing Total Cost of Ownership in your sourcing strategy.
3. Applying principles of alternative suppliers, strategic inventory and reuse/recycling options in your plans

12 - 12:45 p.m.

Concurrent Sessions

7A

Advancing rural oral health through value-systems and policy

Abigail Kelly, Medical University of South Carolina, Research Instructor

Joni Nelson, PhD, Medical University of South Carolina, Assistant Professor and Deputy Director, Division of Population Oral Health

This session will discuss oral health value systems and policy enactments that influence population oral health equity. Specifically, we describe the impacts of dental health behaviors and beliefs among sociodemographic factors at a national level by rural/urban, and the role of local and federal policymakers to reduce rural disparities.

7B

Trauma, substance misuse, and ACEs in rural communities

Michael Meit, East Tennessee State University, Director of Research and Programs, Center for Rural Health Research

Todd Davies, PhD, Joan C. Edwards School of Medicine at Marshall University, Associate Director of Research and Development

The wide-ranging impacts of the opioid epidemic not only affect adults with substance use disorder (SUD), but also children who have faced parental separation, witnessed an overdose, or experienced abuse and neglect.

Learn about the relationship between SUD and adverse childhood experiences (ACEs), especially in the context of COVID-19.

7C

Current trends in the Workforce Trained to Treat Opioid Use Disorders

Holly Andrilla, MS, WWAMI Rural Health Reserach Center, Research Scientist

The continuing opioid crisis has led to federal legislation and programs to expand the workforce capacity trained to provide medication treatment for opioid-use disorder (OUD) and provide behavior health treatment for patients. We will present the latest data on this workforce and several behavioral health workforce training programs.

7D

A Wild and Wonderful West Virginia Collaboration

Kristin Dial, Coalfield Health Center (FQHC), Executive Director

Anitra Ellis, DNP, Coalfield Health Center (FQHC), Nurse Practitioner and Community Educator

Robert Foster, DO, West Virginia School of Osteopathic Medicine, Associate Dean and Professor

Jennifer Plymale, Marshall University Joan C. Edwards School of Medicine, Associate Dean of Admissions, Director, Center for Rural Health

Starting with a community initiative, an allopathic and an osteopathic medical school have joined with a federally qualified health center to form a unique collaboration to improve community health outcomes and to encourage physician recruitment to rural areas in West Virginia. This alliance is a sustainable, replicable rural community model.

7F

Bridging the Physician Workforce in Rural America (FORHP)

Sheena Johnson, MPH, Federal Office of Rural Health Policy, Health Insurance Specialist

Judith Pauwels, MD, University of Washington School of Medicine, Professor

Douglas Nolan, DO, Cherokee Nation Family Medicine Residency Program, Program Director

Harry "Chip" Taylor, MD, Roseburg Family Medicine Residency Program, Program Director

Medhat Kalliny, MD, PhD, FAAFP, Meharry Medical College, Program Director

Aurelia Jones-Taylor, MBA, Aaron E. Henry Community Health Services Center, Inc., CEO

Pat Matthews-Juarez, PhD, Meharry Medical College, Professor

Kristoff Cohran, Colquitt Regional GA South Psychiatry Residency Program, Program Coordinator

Rural areas often face physician shortages and unique challenges with developing residency programs. Over the last two years, the Health Resources and Services Administration (HRSA) funded the Rural Residency Planning and Development (RRPD) Program to support the development of new rural residency programs to expand the physician workforce and increase opportunities for residents to train in rural areas. This panel presentation will share outcomes of the HRSA RRPD program, highlight RRPD award recipient's progress, and discuss common themes found among RRPD programs.

7G

Research

The Need for Health Services and Supports Among Rural Self-Neglecting Older Adults

Yvonne Jonk, PhD, Associate Research Professor, Deputy Director, University of Southern Maine

A threat to rural health: Health official departures

Beth Resnick, DrPH, MPH, Assistant Dean for public health practice, Johns Hopkins Bloomberg School of Public Health

Trends in Access to Care Among Rural Patients Served at HRSA-funded Health Centers

Nadereh Pourat, PhD, Professor, UCLA Fielding School of Public Health

RHIS Track

Developing Rural Hospital-Based Behavioral Health Systems of Care

John Gale, M.S., Maine Rural Health Research Center, Senior Research Associate

Chronic shortages of mental health and substance use treatment plague rural communities. This session describes strategies employed by rural hospitals and clinics to develop sustainable continuums of inpatient, outpatient, ambulatory, and community-based behavioral health care. It will review clinical models to assist other rural hospitals to develop these essential services.

1 – 2:30 p.m.

Washington Update

Carrie Cochran-McLain, 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.

2:30 p.m.

End of Annual Conference

Accepted Poster Sessions

Rural Mortality Disparities in Michigan: A County Analysis

Michael Mastrogiovanni, BS, Medical Student, Central Michigan University College of Medicine

Effectiveness of Telemedicine on Rural Childhood Obesity Management

Katie Chen, MSN RN DNP PNP Candidate, Columbia University, School of Nursing

COVID Telehealth Laws and Rural Rare Disease Care

Brian A. Smith, MPH, Law Student, University of Illinois College of Law

Association of average institutional educational debt load and graduate choice of family medicine

Ada Pariser, Student Medical Doctor (3rd year), Michigan State University College of Human Medicine

Integrating HCV Care into the Treatment of OUD

Jillian Landeck, MD, Assistant Professor, University of Wisconsin Department of Family Medicine and Community Health

MiSUPER: Michigan Substance Use, Prevention, Education, and Recovery Program

Andrea Wendling, MD, Director of Rural Medicine, Michigan State University College of Human Medicine

Rural Neurological Health and Coal Truck Traffic

Sarah J. Surber, MS, JD, PhD, Assistant Professor, Marshall University

Prevalence of High-impact Chronic Pain Among American Adults

Yiwen Shih, MPH, MD, PhD Candidate, University of South Carolina

Healthy Hearts in the Heart of the City: Cardiovascular Risk Intervention in the Community

Leigh Ann Ross, PharmD, Associate Dean for Clinical Affairs; Director, Center for Clinical and Translational Science; Professor, Pharmacy Practice, University of Mississippi School of Pharmacy

Prevalence of High-impact Chronic Pain Among American Adults

Yiwen Shih, MPH, MD, PhD Candidate, University of South Carolina

Tracking the Impact of the Office of Rural Health Telerehabilitation Enterprise Wide Initiative by Rurality Prior to and During COVID-19

Gail Castaneda, PhD, Med, Health Science Specialist, U.S. Department of Veterans Affairs (VA)

Rural-Urban Differences in Emergency Contraception Use and Access

Carly Milkowski, MPH, Research Associate, University of Southern Maine

Results of a Virtual Interprofessional Rural Immersion Curriculum

Luke Stephens, MD, MSPH, Assistant Professor, University of Missouri

Kelly Cochran, Pharm.D., Clinical Associate Professor, University of Missouri-Kansas City

A data-driven health priority tool for rural Georgia

Anne Montgomery, PhD, Biostatistician, Mercer University

Vitamin D Levels in Two Rural Georgia Hospitals

Anne Montgomery, PhD, Assistant Professor, Mercer University

Achieving Cohesive Rural Government Policy In Naloxone Distribution

Jason Richie, MS, Graduate Student, University of California, San Francisco

Telementoring: its implications for rural health care access

Waridibo Allison, MD, PhD, Assistant Professor/Research , UT Health San Antonio

Special Program Impact on Rural and Underserved Practice

Zachary Jodoin, BS, Medical student, Michigan State University College of Human Medicine

The Rural Scholars Program: A story of innovation

Allison Fuemmeler, MSL, Program Coordinator, University of Missouri School of Medicine

COVID-19: rural vs. urban knowledge and actions

Sarah Swiezy, BS, Medical Student, Indiana University School of Medicine

Rural hospital closures and perceived access to care

Amanda Letheren, MPH, Doctoral Candidate, University of Tennessee

Environmental Scan of Mobile Health Units in South Carolina

Lee Augenblick, BS Public Health , Research Assistant, South Carolina Center for Rural and Primary Healthcare

Determining the health literacy needs of rural communities

Stephanie Basey, MSHS, PhD student, Rural Health Sciences at Mercer University

Healthcare Access in Rural Georgia: practical community survey

Lauren Gilbert, PhD, MPH, Assistant Professor, University of Houston

Oklahoma Rural Hospital Closures by the Numbers

Lara Brooks, MS, Rural Health Analyst, Oklahoma Office of Rural Health

How Two Hospitals Reduced Revenue Leakage the Pandemic

Danielle Epps, BS, MBA, Senior Manager, Healthcare Advisory Practice, Windham Brannon, LLC

COVID-19's Effect on Rural Community-Based Rotations, Practice Interest

A. Brianna Sheppard, PhD, Assistant Director, West Virginia University Institute for Community and Rural Health

COPD Status and Economic Instability by Metropolitan-Nonmetropolitan Residence

Susan A Carlson PhD, Lead Epidemiologist, CDC

Measuring Outcomes of Michigan Rural Physician Pipeline Program

Elana Perry, B.S., Medical Student, Michigan State University College of Human Medicine (MSU CHM)

Simulation -based education In Navajo Nation and rural northern Arizona

Regina Eddie, PhD, Assistant Professor, Northern Arizona University

Understanding Rates of Colorectal Cancer in Michigan's Thumb

Allison Hoppe, BS, MS3, Michigan State University College of Human Medicine

In Their Own Words: A Rural Community's Perspective on the Causes and Solutions to the Opioid Crisis

Angelina Hargrove , MS, MPH, Research Assistant , Virginia Polytechnic Institute and State University

Gestational Age at Initiation of Prenatal Care and Infant Birth Outcomes

Emily Bush, BS, Medical Student, MSU College of Human Medicine

Resource Availability and Utilization Among Rural Rehabilitation Providers

Kathryn Zalewski, PT, PhD, MPA , Professor , University of Wisconsin-Stevens Point

Trends in the Veterans Health Administration Whole Health Program: An Examination of Veteran Reach and Utilization by Rurality

Gail Castaneda, PhD, Med, Health Science Specialist, U.S. Department of Veterans Affairs

Rural Arizona Connects: Upstream Veteran Suicide Prevention

Cody Welty, BS, Program Coordinator, Arizona Center for Rural Health

Statutory Medicaid Innovation and Rural Dental Health: A Qualitative Assessment of Four Model States

Jason Semprini, MPP, NIH Research Fellow, University of Iowa

Insights into Rural Physical Activity Programming

Demetrius Abshire, PhD, Assistant Professor, University of South Carolina College of Nursing

Safety in Numbers: How Rural Providers Can Stay Profitable, Sustainable, and Mitigate Risk through Accountable Care

Michelle Franklin, Chief Executive Officer, Sullivan County Community Hospital

Urban-Rural Differences in Tobacco-Free Food Retailer Availability

Alexandria E. Reimold, MA, University of North Carolina Chapel Hill

Systematic Review of Antibiotic Stewardship in Rural Hospitals

Eric Anthony Taylor, PharmD Candidate, University of Arizona - College of Pharmacy

Unmet social needs of rural cancer family caregivers

Erin E. Kent, PhD, MS, Associate Professor, University of North Carolina at Chapel Hill

Hospital Characteristics by Rurality and Obstetric Service Provision

Julia Interrante, MPH, Doctoral Student, University of Minnesota

Development of a Collaborative Strategic Planning for Sustainability Toolkit for Rural Programs

Samantha Renaud, MA, Program Manager, University of South Carolina School of Medicine

SARS-CoV-2 and Mental Health in Rural Michigan

Benjamin Wexler, BA, Medical Student, Michigan State University College of Human Medicine

Rural STI Treatment: Where Do Residents Go?

Melinda A. Merrell, PhD, MPH, Research Assistant Professor, Rural & Minority Health Research Center

Underserved Curricular Programs Impact on Rural Practice

Zachary Jodoin, Medical Student M3, Michigan State University College of Human Medicine

Rural hospitals and safe maternity care

Bridget Basile Ibrahim, PhD, MA, Rural Health Equity Postdoctoral Fellow, UMN Rural Health Research Center

Rural, Free Health Clinic Patients' Hospital Utilization Patterns

Todd Smith, PhD, MSHA, MBA, RN, NEA-BC, Assistant Professor, The University of Alabama

The Impacts of Social Determinants of Health on Palliative Care During COVID-19: Two Realities from the Frontlines

Fiona Bullock, MSW, DAAETS, Senior Social Worker, Adventist Health Clearlake Hospital

Rural women's experiences of pregnancy and vaginal birth after cesarean in the United States

Bridget Basile Ibrahim, PhD, MA, Rural Health Equity Postdoctoral Fellow, UMN Rural Health Research Center

Obstetric care need-utilization gap for rural livebirths

Songyuan Deng, PhD, Research Association, University of South Carolina School of Medicine

Social Networks and Health Among Farmer Owner-Operators

Jennifer Kowalkowski, MS, MPH, RN, PhD Candidate, University of Wisconsin-Madison School of Nursing

Moving Beyond a Clinical Setting to Reduce Health Disparities: A Food Pantry Approach to Improve Health and Wellness Among Food Insecure Populations

Misty Queen, DNP, FNP-BC, Radford University