

JULY 17-18, 2006 / DULUTH, MINNESOTA



MINNESOTA RURAL HEALTH CONFERENCE
SMART HEALTH 2006: FOCUS ON TECHNOLOGY
Creating Connections & Strengthening Minnesota's Rural Communities

CONFERENCE OBJECTIVES

- Discuss developments in community, state and federal **health information exchange**, including electronic medical, personal and population health records
- Learn about efforts to advance **telemedicine** coordination and delivery
- Discover how smart principles and technology can enhance **patient access, communication, safety and quality**
- Experience how **health professional education and practitioner support** is being delivered via cutting edge methods



DEAR RURAL HEALTH COLLEAGUES

We invite you to join us at the 2006 Minnesota Rural Health Conference, "Focus on Technology: Creating Connections and Strengthening Minnesota's Rural Communities."

Experience a new conference format that allows participants, presenters and exhibitors more time to interact, question and learn as we focus on developments in health information exchange, telemedicine coordination and delivery, technology to enhance patient access, quality of care, and health professional education and practitioner support.

Together, rural health care administrators and staff, rural health professionals, state legislators, state rural health advisory committee members, state and local public health staff, health plan representatives, policy analysts, educators, community leaders, students and other partners in rural communities will explore technology in rural health care and share innovative models and successes.

We look forward to helping Minnesota's rural communities explore new ideas and models. Most important, we look forward to your participation.



Karen Welle

Assistant Director, Minnesota
Department of Health, Office of
Rural Health and Primary Care



Ray G. Christensen, M.D.

President, Minnesota Rural Health
Association; Assistant Dean, University
of Minnesota, Duluth, School of Medicine



Sally Buck

Assistant Director, Rural Health
Resource Center, Minnesota Center
for Rural Health



KEYNOTE SPEAKERS



TOM MORRIS, M.P.A. *Deputy Director, Office of Rural Health Policy, Health Resources and Services Administration, U.S. Department of Health and Human Services*

Federal Rural Health Information

Technology (HIT) Policy, Program and Funding Updates

Mr. Morris will focus on national HIT policy and funding as it relates to rural health care providers as well as some discussion of available federal resources for HIT.



MAUREEN SWAN, M.H.A. *President, MedTrend Inc.*

Top Trends Every Health Care Executive Should Know

Health care is facing rapid change.

New technologies, consumerism,

the internet and new insurance products will create big changes and opportunities for rural providers. This session will highlight the top trends and tips for meeting the future with confidence.

MINNESOTA RURAL HEALTH AWARDS PRESENTATION



Tuesday, July 18,
1:15 p.m. – 1:45 p.m.
The Minnesota Rural Health Hero and Team Awards will be presented by Commissioner of

Health, Dianne Mandernach following the luncheon on Tuesday.

EXHIBITOR FAIR

Informational exhibits with program and resource information will be on display throughout the conference. The Exhibit Hall will be the center of activity for the opening lunch, breakfast and breaks. Exhibit forms are online at <http://www.health.state.mn.us/divs/chs/orhconf06.html> or call Summer Fosdick at (218) 727-9390 ext. 233.

If your organization would like to help sponsor the Minnesota Rural Health Conference, please contact Summer Fosdick at (218) 727-9390 ext. 233.

IPOD GIVEAWAY

Participants who visit the Exhibit Hall and stay until the end of the conference will have a chance to win an Ipod.

CONFERENCE AT A GLANCE

MONDAY, JULY 17

- 11:30 a.m. Registration
- 12:00 p.m. Networking Lunch in Exhibit Hall
- 1:00 p.m. Welcome and Introductions
- 1:15 p.m. Opening Keynote: Tom Morris, M.P.A.
- 2:15 p.m. Break in Exhibit Hall
- 2:45 p.m. Panel: Rural Community Projects and Success Stories
- 4:00 p.m. Panel: Minnesota e-Health System Development
- 7:30 p.m. Harbor Cruise (Optional)

TUESDAY, JULY 18

- 7:30 a.m. Registration/Breakfast in Exhibit Hall
- 8:30 a.m. Breakout Session A
- 10:00 a.m. Break in Exhibit Hall
- 10:30 a.m. Breakout Session B
- 12:15 p.m. Awards Luncheon
- 2:00 p.m. Breakout Session C
- 3:30 p.m. Closing Keynote: Maureen Swan, M.H.A.

BREAKOUT SESSION TRACKS

TRACK 1: FOCUS ON HEALTH WORKFORCE

- A1** – What’s Going on Online in Minnesota? Online Professional Health Education Models
- B1** – One-Click Learning
- C1** – Health Careers/SIM Man for K-12, Post Secondary and Employee Training

TRACK 2: FOCUS ON ACCESS, QUALITY AND SAFETY

- A2** – Lean Application in a Small Rural Health Care Organization
 - Crew Resource Management: What Hospitals Can Learn From Aviation to Improve Patient Safety
- B2** – Coordination of Care and the Patient’s Journey: Improving Community Health Care Systems
- C2** – Minnesota Trauma System and Web-based Trauma Registry: Providing Optimal Trauma Care Through Coordination, Connectivity, and Clinical Quality Improvement

TRACK 3: FOCUS ON TELEMEDICINE

- A3** – Telemedicine in Minnesota: Where We Are and Where We’re Going
- B3** – Telemental Health for Minnesotans
 - Telehomecare: Pursuing, Planning and Prospering
- C3** – eICU Care: Partnering Critical Care through Technology
 - Telepharmacy: A Regional Partnership for 24-7 Pharmacy Services

(Full descriptions of each session begin on the following pages)



SCHEDULE OF EVENTS: MONDAY, JULY 17TH

Registration (11:30 a.m. – 1:00 p.m.)

Networking Lunch (12:00 p.m. – 1:00 p.m.)

Welcome and Introductions (1:00 p.m. – 1:15 p.m.)

Opening Keynote: Tom Morris, M.P.A. (1:15 p.m. – 2:15 p.m.)

Break and Exhibits (2:15 p.m. – 2:45 p.m.)

Electronic Health Records: Rural Community Projects and

Success Stories (2:45 p.m. – 4:00 p.m.)

- *Bonnie O'Neil, Riverwood Healthcare Center, Aitkin*
- *Tim Rice, Lakewood Health System, Staples*
- *Cheryl Stephens, Community Health Information Collaborative, Duluth*
- *Dan Svendsen, SISU Medical Systems, Duluth*

This panel will discuss the rural community projects taking place around the state of Minnesota, including successes and lessons learned in implementation.

Minnesota e-Health System Development: Current Status, Infrastructure, Funding and Policy (4:00 p.m. – 5:30 p.m.)

- *Andy Burmeister, Office of Senator Norm Coleman*
- *Tom Huntley, Minnesota House of Representatives*
- *Bernadine Joselyn, M.P.A., M.I.A., Blandin Foundation*
- *Mary Klimp, Queen of Peace Hospital, New Prague*
- *Martin LaVenture, M.P.H., Ph.D., Center for Health Informatics, Minnesota Department of Health*
- *Greg Linden, Stratis Health*
- *Moderated by Mark Schoenbaum, Minnesota Department of Health*

This presentation will help you understand the purpose, role and responsibility of e-Health HIT in Minnesota. Participants will be able to learn about the strategic initiatives underway relating to HIT in Minnesota, the emerging policy issues under discussion and the status of HIT-related Minnesota legislative initiatives.

Harbor Cruise (7:30 p.m. – 8:30 p.m., optional)

SCHEDULE OF EVENTS: TUESDAY, JULY 18TH

Registration/Breakfast (7:30 a.m. – 8:30 a.m.)

BREAKOUT SESSION A (8:30 a.m. – 10:00 a.m., choose one)

Session A1 – Focus on Health Workforce

What's Going on Online in Minnesota? Online Professional Health Education Models

- *Carole Church, R.N., M.S., Itasca Community College*
- *Jane Foote, B.S., M.S., Minneapolis Community and Technical College*
- *Barbara Matthees, R.N., Ph.D., Minnesota State University: Moorhead*
- *Janet Shanedling, Ph.D., Academic Health Care Center*
- *Marty Witrak, Ph.D., R.N., C.S., College of St. Scholastica*
- *Moderated by Deborah Proctor, Minnesota State Colleges and Universities*

Come to this session to learn about the opportunities for online health professional education in Minnesota. This

session will highlight a variety of online learning options offered through the Minnesota State Colleges and Universities system's Minnesota Online and its Nursing Online Task Force, and the online opportunities and initiatives related to health professions at the University of Minnesota and the College of St. Scholastica.

Session A2 – Focus on Access, Quality and Safety

Lean Application in a Small Rural Health Care Organization

- *Patricia Wangler, M.H.A., First Care Medical Services, Fosston*
- First Care Medical Services is educating two cohorts of staff totaling almost 50 people at all levels in lean health principles. The education includes doing real projects and achieving real results in improving patient service and reducing cost, which will be described during this session.



TUESDAY, JULY 18TH, continued ...

Crew Resource Management: What Hospitals Can Learn from Aviation to Improve Patient Safety

- *Mary Quinn Crow, R.N.C., B.A., Northfield Hospital*
- *John Doherty, Gear UP LLC*

Crew Resource Management combines principles of staff communication and standardization to create safety in air travel. Learn how one Minnesota hospital has partnered with a Northwest Airlines' pilot and Crew Resource Management trainer to apply these principles to patient safety.

Session A3 – Focus on Telemedicine

Telemedicine in Minnesota: Where We Are and Where We're Going

- *Maureen Ideker, R.N., B.S.N., M.B.A., Tri-County Hospital*
- *Denise Kolb, P.H.N., Minnesota Department of Human Services*
- *John M. Scanlan, M.D., Blue Cross Blue Shield of Minnesota*
- *Sandra Schmunk, Minneapolis Veterans Administration Medical Center*

- *Stuart Speedie, Ph.D., University of Minnesota*
- *Moderated by Karen Welle, Minnesota Department of Health*

This panel will discuss current system development, policies, funding, barriers and emerging models of telemedicine.

Participants will gain a greater understanding of their roles and opportunities to expand telehealth in Minnesota.

Break and Exhibits (10:00 a.m. – 10:30 a.m.)

BREAKOUT SESSION B (10:30 a.m. – 12:00 p.m., choose one)

Session B1 – Focus on Health Workforce

One-Click Learning

- *Cindy Gruwell, M.L.S., Bio-Medical Library, University of Minnesota*
- *Gwen Halaas, M.D., M.B.A., Department of Family Medicine and Community Health; Rural Physician Associate Program, University of Minnesota*
- *Linda Watson, M.L.S., Health Sciences Libraries, University of Minnesota*



Supporting medical education in a rural setting presents challenges for instruction and information access. This panel will describe how the University of Minnesota's Rural Physician Associate Program (RPAP) uses Web-based technologies to facilitate interaction with both students and preceptors and partners with health sciences librarians to provide access to critical information resources.

Session B2 – Focus on Access, Quality and Safety
Coordination of Care and the Patient's Journey: Improving Community Health Care Systems

- *Maddy Forsberg, Minnesota River Area Agency on Aging*
- *Annette Kritzler, Stratis Health*
- *Matt Will, B.A., NREMT-P, Gold Cross/Mayo Medical Transportation*

This panel will discuss how Minnesota is working together to coordinate care across health care settings. From across the health care continuum: you'll hear from an EMS provider, a Minnesota River Area Agency on Aging representative, an

acute care and long term care provider and Stratis Health. Coordination of care means that everyone involved in caring for a patient transitioning between health care settings has the right information at the right time to provide the best services possible.

Session B3 – Focus on Telemedicine
Telemental Health for Minnesota

- *Harvey Caldwell, M.B.A., M.S., B.M.E., New Connections: Minnesota Association of Community Mental Health Programs, Inc. (MACMHP)*

New Connections has begun the process of transforming its vision into an operational system of telemental health care delivery. Eighty telehealthcare service units will be connected to deliver consultation and treatment to all communities and regions served by MACMHP programs, which includes services to 120,000 Minnesotans.



TUESDAY, JULY 18TH, continued ...

Telehomecare: Pursuing, Planning and Prospering

- *Joyce Doughty, B.S.N., R.N., P.H.N., Good Samaritan Home Health Care*

This session is designed to explain the Home Care Telehealth program startup process. It also provides tips for obtaining provider and patient buy-in and shares lessons learned in developing a successful telehomecare program.

Awards Luncheon (12:15 p.m. – 1:45 p.m.)

BREAKOUT SESSION C (2:00 p.m. – 3:30 p.m., choose one)

Session C1 – Focus on Health Workforce

Health Careers/SIM Man for K-12, Post Secondary and Employee Training

- *Julie Shelton, R.N., M.A., C.N.S., Mercy Hospital and Health Care Center*
- *Allicen Waxlax, R.N., B.A., P.H.N., EMT-B, Mercy Hospital and Health Care Center*

Clinical sites for post-secondary health education are at a premium. Numbers of students are increasing while appropriate clinical settings are on the decline. Simulation has come to the forefront as a viable option for health care education across the continuum. See how a small rural facility is meeting this challenge.

Session C2 – Focus on Access, Quality and Safety

Minnesota Trauma System and Web-based Trauma Registry: Providing Optimal Trauma Care through Coordination, Connectivity, and Clinical Quality Improvement

- *Tim Held, State Trauma Systems Coordinator, Minnesota Department of Health*
- *Chris Ballard, Trauma Designation Coordinator, Minnesota Department of Health*

The Web-based trauma registry is accessible, free, simple and powerful and is available to support hospitals participating in the new statewide trauma system. This session will introduce the future of trauma care and

demonstrate how hospitals can use Web technology to provide optimal trauma care.

Session C3 – Focus on Telemedicine

eICU Care: Partnering Critical Care through Technology

- *Lois Coudron, R.N., Avera Healthcare*
- *Pat Herr, B.S.N., Avera Healthcare*
- *Jean Winter, R.N., Avera Healthcare*

The Avera eICU Care Program has been shown to improve the outcomes of ICU/monitored patients through a telemedicine application linking rural hospitals with a hub in Sioux Falls, South Dakota. The program provides 24-hour critical care support to the local health care team, allowing more patients to stay in their home communities while having the benefit of specialty physician involvement in their care.

Telepharmacy: A Regional Partnership for 24-7

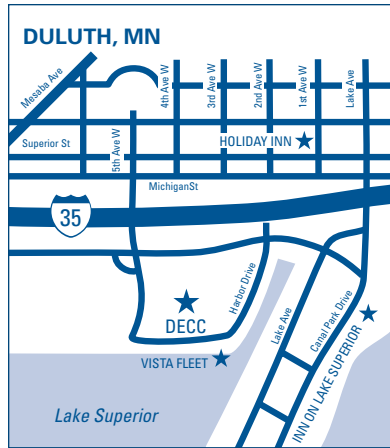
Pharmacy Services

- *Mike Dudzik, R.Ph., M.H.A., St. Luke's Hospital*
- *Tom Dickson, B.S., Community Memorial Hospital, Cloquet*

This presentation will explain researching for grant monies and the ins and outs of implementing a remote “after hours” order entry service connecting rural hospitals in northern Minnesota.

Closing Keynote: Maureen Swan, M.H.A. (3:30 p.m. – 4:30 p.m.)





CONFERENCE LOCATION

Duluth Entertainment and
Convention Center (DECC)
350 Harbor Drive, Duluth, MN 55802
(218) 722-5573 www.decc.org

WEATHER

In July, temperatures in Duluth range
from 56 to 78 degrees. We recommend
that you dress in layers!

Outside Magazine included Duluth in the
top 10 outdoor towns in the United
States. Duluth features natural
attractions, outdoor music venues,
minor league baseball and an active arts
community. The city boasts over 105,000
acres of green space within city limits
and is well known for its rocky shoreline
and steep inclines on Lake Superior.

LODGING

*Rural Health Conference rates held
until June 16, 2006*

Holiday Inn Hotel & Suites, Downtown Waterfront

200 W. First Street, Duluth, MN 55802
(218) 722-1202 or (800) 477-7089
www.hiduluth.com

Single rooms being held at \$89 plus tax.
Group Name: Minnesota Rural
Health Conference

Inn on Lake Superior

350 Canal Park Drive, Duluth, MN 55802
(218) 726-1111 or (888) 668-4352
www.zmchotels.com

Rooms begin at \$139 plus tax
Group Name: Minnesota Rural
Health Conference



REGISTRATION FORM

Brochure and registration form are available at:
<http://www.health.state.mn.us/divs/chs/orhconf06.html>

First Name, MI

Last Name

Organization

Title

Street Address

City

State

Zip

Telephone

Email

Breakout Sessions

A1 A2 A3

B1 B2 B3

C1 C2 C3

*Please choose one
each from A, B and C.*

Please check if you plan to attend *(included in registration fee)*

- Networking Lunch in Exhibit Hall, Monday, July 17
 Awards Luncheon, Tuesday, July 18

CEU/CME Credit requested *(check one)*

- American Academy of Family Physicians
 Minnesota Board of Examiners for Nursing Home Administrators
 Minnesota Board of Nursing
 Minnesota Board of Pharmacy

Registration Fees (Pre-payment Required):

- \$165 Full conference registration
\$130 Full conference registration for speakers (\$35 discount)
\$45 Full conference registration for students
\$110 One-day conference registration
\$10 Harbor Cruise (optional)

Continuing Education Credits (CEUs & CMEs):

Application has been made for continuing education for nurses, nursing home administrators, pharmacists and physicians.

Cancellations/Substitutions:

Registration fees, minus a \$40 processing charge, will be refunded if written cancellation is received before July 7. If a registered person cannot attend, a substitute is welcome. Please fax the name of the substitute, to (218) 727-9392, so the attendee list can be updated. Reasonable accommodations are available (e.g., dietary needs or sign language). Please contact Summer Fosdick, Rural Health Resource Center, (218) 727-9390 ext. 233 or sfosdick@ruralcenter.org.

REGISTRATION AND PAYMENT MUST BE COMPLETED BY JULY 7, 2006



The Minnesota Department of Health - Office of Rural Health and Primary Care, Minnesota Rural Health Association and Rural Health Resource Center - Minnesota Center for Rural Health recognize the following organizations for their contributions of time and resources to help develop the program, provide network opportunities, consider policy themes and promote the conference.

THANK YOU, PLANNING COMMITTEE:

- Center for Rural Policy and Development
- Healthcare Education-Industry Partnership
- Minnesota Dental Association
- Minnesota Ambulance Association
- Minnesota Health & Housing Alliance
- Minnesota Hospital Association
- Minnesota Pharmacists Association
- Stratis Health
- University of Minnesota

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Rural Health Resource Center

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