

JUNE 23-24, 2008 • DULUTH, MINNESOTA



ENGAGING COMMUNITIES TRANSFORMING HEALTH CARE

MINNESOTA CRITICAL ACCESS HOSPITAL & RURAL HEALTH CONFERENCE

Dear Rural Health Colleagues,

The Critical Access Hospital and Minnesota Rural Health Conference is an opportunity to exchange ideas and share experiences on rural health care innovations and collaborations. In keeping with this year's theme, **Engaging Communities and Transforming Health Care**, speakers, presenters and exhibitors will showcase forward-thinking ideas in response to emerging challenges.

Everyone is encouraged to attend this two-day conference! Monday morning and early afternoon focuses on Critical Access Hospitals and their communities. Monday afternoon features the Rural Health Policy Forum with state legislators, followed by an early evening reception overlooking the Duluth Harbor. Tuesday takes an in-depth look at quality, and the workforce, financial viability and population of rural health communities. In the middle of this full day of keynotes and breakout sessions, we will stop to recognize the Minnesota Rural Health Hero and Team nominees.

Please join us in Duluth—your participation ensures that this event is an effective forum for learning and collaborating about critical rural health issues. We look forward to seeing you there.



Mark Schoenbaum, Director
Office of Rural Health and
Primary Care – Minnesota
Department of Health

Barbara Muesing, President
Minnesota Rural
Health Association

Sally Buck, Associate Director
Rural Health Resource Center –
Minnesota Center for Rural Health

KEYNOTE SPEAKERS



Gary Boelhower, Ph.D.

*Chair of Theology and Religious Studies,
College of St. Scholastica*

Making the Best Possible Decisions

We make decisions all day, every day.

Leaders make wise decisions. Fortunately

wise management decision making is a skill that can be honed using a process that encompasses options and alternatives. Dr. Boelhower will identify a set of operating principles for effective decision making. Using this criteria to make sound judgments reduces stress, gives you time to think, and provides a model that you can rely on.



Chaplain (Maj.) John Morris

*Army Chaplain, Minnesota Army
National Guard*

The Challenges of Reintegration for Combat Veterans and Their Families

The wars in Afghanistan and Iraq have

produced over 1.5 million new combat veterans. The return of these veterans to our communities is a significant public health issue. In compelling detail, Chaplain Morris will describe Minnesota's Beyond the Yellow Ribbon program, which has become a national model to address the key issues of reintegration facing combat veterans, their families and communities, and how health care providers can help.



John Becknell

Best Practices in Emergency Services

The Troubled State of Rural EMS and the Good News Ahead

The Institute of Medicine report on the Future of Emergency Care calls the state

of EMS "troubled" and describes a unique set of problems. Fragmented delivery models, uneven care, scarce resources, dwindling volunteers, recruitment and retention problems, an aging population, an inadequate reimbursement model, increasing transport distances and growing expectations for disaster preparedness have all created an uncertain future for rural EMS. But all is not dark. In some areas the sun is breaking through as communities, government and health care leaders understand the important role and value of EMS in rural health. Starting with the current challenges to rural EMS this fascinating and fast moving presentation explores where we are, how we got here and then envisions the exciting possibilities of rural EMS systems becoming fully integrated into health care and public health.

MONDAY JUNE 23

CRITICAL ACCESS HOSPITAL DAY

7:30 a.m. – 5:00 p.m.

Registration

7:30 a.m. – 8:30 a.m.

Continental Breakfast (Lake Superior Ballroom Foyer)

8:30 a.m. – 8:45 a.m.

Welcome and Introductions (Lake Superior Ballroom)

8:45 a.m. – 10:00 a.m.

Opening Keynote – Making the Best Possible Decisions

Gary Boelhower, Ph.D., College of St. Scholastica

10:00 a.m. – 10:30 a.m.

Break (Exhibit Hall)

10:30 a.m. – 11:30 a.m.

Breakout Session 1

1A – Lakewood Health System: A Case in LEAN Principles

Tim Rice, M.B.A., Lakewood Health System

Cindy Swenson, R.N., Lakewood Health System

Presenters will explain how to improve quality, increase safety and reduce costs by defining a performance management approach, developing strategies for performance improvement, fostering a culture of continuous daily improvement, and considering people, processes and technology.

1B – Making Long Term Care Feasible

Gregg Redfield, Minnesota Hospital Association

Al Vogt, Cook Hospital

John Fossum, Ely-Bloomenson Community Hospital

Hospitals with attached nursing homes in Minnesota have struggled with the direct and indirect costs of nursing homes compared to reimbursement received. This session will provide attendees with financial strategies on how to assess their nursing home and learn from two other rural hospitals who are dealing with these financial issues.

1C – On the Rural Roads with Pediatric Simulation Training

Karen Mathias, M.S., A.P.R.N.-B.C., Children's Hospitals and Clinics of Minnesota, Simulation Center

Barbara Peterson, R.N., Children's Hospitals and Clinics of Minnesota, Simulation Center

This introduction to simulation in health care and its use in rural areas to support pediatric and neonatal emergency training will

demonstrate simulation via a video clip, and take simulation from a concept to a customized program for rural hospitals.

11:30 a.m. – 12:30 p.m.

Networking Lunch (Exhibit Hall)

12:30 p.m. – 1:30 p.m.

Breakout Session 2

2A – The Strategic Foundation Beneath our Health Care Transformation – Physician Integration, Electronic Health Records (EHR) and Community Collaboration

Toby Frier, M.B.A., New Ulm Medical Center

Participants will learn how New Ulm Medical Center implemented physician integration; a fully operable EHR; and wellness and prevention partnerships to stabilize health care costs and address community health challenges.

2B – Health Care Construction: Moving Your Project From Concept to Reality

Colleen Spike, R.N., St. Peter Community Hospital

About two-thirds of Minnesota's rural hospitals were built in the 1960s or earlier, yet are accommodating a much different health care delivery system with immense changes in technology. The prospect of rebuilding can be daunting but very doable with the right preparation, planning and support.

2C – Implementing a Culture of Safety in Small Rural Hospitals

Marilyn Grafstrom, LifeCare Medical Center

Annette Kritzler, R.H.I.T., Stratis Health

Rick Nordahl, Sanford Tracy Medical Center

Rural hospitals participating in culture work have provided a better understanding of their safety culture and helped identify current strengths and challenges, along with opportunities to improve the safety of patients in their hospitals.

1:40 p.m. – 2:40 p.m.

Breakout Session 3

3A – CAH Medicare Survey and Program Evaluation

Jill Myers, Wipfli

Be confident and prepared for your next CAH Medicare survey. This session will review the Medicare Interpretive Guidelines for CAHs, focus on areas commonly cited and provide tips and tools for ensuring a smooth survey.

3B – Culture of People

Rick Nordahl, M.B.A., H.C.A., Sanford Tracy and Westbrook Medical Center

A shift in culture is how health care will be transformed. Focusing on people — our consumers and our employees — will make the difference in how we deliver care and how it is received. This session will provide an overview of the strategic initiative to enhance employee engagement that in the end focuses all strategy on the patient/customer.

3C – CALS – Emergency Team Training for Rural Health Care Providers

Darrell Carter, M.D., Comprehensive Advanced Life Support

Kari Lappe, R.N., Comprehensive Advanced Life Support

Comprehensive Advanced Life Support (CALS) presents a single curriculum that covers the majority of emergency/critical care situations so that rural health care providers are proficient in treating undifferentiated emergencies, including disasters.

2:40 p.m. – 3:00 p.m.

Break (Exhibit Hall)

3:00 p.m. – 5:00 p.m.

Minnesota Rural Health Association (MRHA) Rural Policy Forum (Harbor Side Ballroom)

5:00 p.m. – 6:30 p.m.

Evening Social Reception (Harbor Side Ballroom Foyer)

TUESDAY JUNE 24

6:45 a.m. – 8:00 a.m.

MRHA's Annual Meeting (Boardroom)

The election of officers for 2008-2009 will be conducted in conjunction with the regular board meeting agenda. Guests/observers are welcome.

7:30 a.m. – 3:00 p.m.

Registration

7:30 a.m. – 8:15 a.m.

Continental Breakfast (Exhibit Hall)

8:15 a.m. – 8:30 a.m.

Welcome and Introductions (Lake Superior Ballroom)

8:30 a.m. – 9:30 a.m.

Opening Keynote – The Challenges of Reintegration for Combat Veterans and Their Families

Chaplain (Maj.) John Morris, Minnesota Army National Guard

9:30 a.m. – 10:00 a.m.

Break (Exhibit Hall)

10:00 a.m. – 10:50 a.m.

Breakout Session 4

4A – Navigating the Grant Process

Judith Bergh, Minnesota Department of Health-Office of Rural Health and Primary Care

Tami Lichtenberg, Rural Health Resource Center

As both grant writers and grant reviewers, these presenters are uniquely qualified to explain the basic elements of successful grant proposal writing and explore funding sources.

4B – Quality Improvement for a Healthy Minnesota

Kim McCoy, M.P.H., M.S., Minnesota Department of Health

Bill Riley, Ph.D., University of Minnesota

Sandy Tubbs, B.S.N., Douglas County Public Health

As members of the Minnesota Public Health Collaborative for Quality Improvement, 38 local health departments in Minnesota used the Model for Improvement to implement eight quality improvement projects. This session describes the process and demonstrates how it improved the delivery of mental health services.

4C – Culture Matters: Improving Cultural Competency in Minnesota's Rural Physicians Offices

Mary Beth Dahl, R.N., C.P.C., C.P.H.Q., Stratis Health

Jeff Walkup, Stratis Health

Stratis Health (Minnesota's Quality Improvement Organization) worked with approximately 30 physician offices on providing culturally-competent care for their patients, using assessments, demographic information, a series of DVDs and other tools and resources.

4D – Addressing Dental Access Through Community-based Education

Barbara F. Brandt, Ph.D., University of Minnesota

Patrick Lloyd, D.D.S., M.S., University of Minnesota

Lawrence J. Massa, Rice Memorial Hospital

Paul Shulz, D.D.S., M.P.H., University of Minnesota

This session will describe the successful partnership of the University of Minnesota School of Dentistry, the Minnesota

Area Health Education Center and community organizations and members to develop and operate community-based dental clinics in Hibbing and Willmar, Minnesota.

4E – Office of Rural Health, Department of Veterans Affairs

Kara Hawthorne, Office of Rural Health, Department of Veterans Affairs

Rural health remains a challenge for our broader health care system, and the unique issues faced by veterans pose even greater difficulties. The Office of Rural Health was established to address the unique needs of veterans residing in rural areas. Presentation will look at current Veterans Affairs programs, and considerations for new initiatives.

11:00 a.m. – 11:50 a.m.

Breakout Session 5

5A – A Report on the Design, Implementation and Progress of Post-Doctoral Residency in Rural Psychology

Kimberly Haala, Ph.D., Minnesota Consortium for Advanced Rural Psychology Training

Jeffery Leichter, Ph.D., MeritCare Health System

Sue Sailer, L.S.W., Perham Memorial Hospital and Home

The founders of the Minnesota Consortium for Advanced Rural Psychology Training will explain how they went from addressing a need for customized training of post-doctoral psychologists to full implementation and how their success can be replicated.

5B – Increasing Supply of Primary Care Physicians in Rural Minnesota

Frank B. Cerra, M.D., University of Minnesota-Twin Cities

Raymond G. Christensen, M.D., University of Minnesota-Duluth

Ira Moscovice, Ph.D., University of Minnesota Rural Health Research Center

This session will discuss options for stimulating the supply of primary care physicians, with specific emphasis on strategies that can be used by the Academic Health Center at the University of Minnesota, federal and state governments, and the private sector.

5C – Improving Continuity of Care After Treatment Through the use of Survivor Care Plans

Elizabeth Moe, M.P.H., Minnesota Department of Health

Anna Ourada, Minnesota Cancer Alliance and the American Cancer Society

Cancer Survivor Care plans are proving to be a useful tool in improving communication among oncologists, primary care physicians and their patients about treatment, possible side effects and necessary follow-up care.

5D – Financial Leadership for Nonprofit Organizations

Kate Barr, M.A., Nonprofits Assistance Fund

This session will discuss how to provide leadership by setting the tone for accountability, ensuring competence in financial management staff, incorporating financial decisions in all planning activities, and communicating useful and honest financial information both within and outside the organization.

5E – Bridging Youth, Family, Community: Working Together to Build a Healthy Community

Michele Andringa, Unity Family HealthCare

The Bridges program improves the lives of children and strengthens their families by offering school-based, early intervention mental health services and an intensive, evidence-based family support program.

12:00 p.m. – 12:45 p.m.

Awards Luncheon (Harborside Ballroom)

12:45 p.m. – 1:10 p.m.

Coffee and Dessert (Exhibit Hall)

1:10 p.m. – 2:00 p.m.

Breakout Session 6

6A – Educating Rural Health Care Students Using an Academic EHR System: A Collaborative Effort in Minnesota

Valerie DeFor, M.H.S.A., Healthcare Industry Education Partnership

Kathleen Thiede, M.A., College of St. Scholastica

Learn about the academic EHR technology, which the College of St. Scholastica developed and MnSCU campuses and private colleges are using throughout the state.

6B – Engaging Communities and Transforming Health Care Through Administrative Simplification

Shelagh Kalland, Administrative Uniformity Committee

Minnesota will require all health care providers and group purchasers to exchange three common health care administrative transactions electronically, using a standard data format and content. Learn about Minnesota's nation-leading efforts to reduce health care administrative burdens and cost, how the law is being implemented, and what it means for providers.

6C – Take Heart America: Sudden Cardiac Arrest Survival Initiative, an Imperative and Life Saving Collaboration of our Communities

Robert Kempenich, Take Heart St. Cloud

Charles Lick, M.D., Allina Medical Transportation

Janet Steinkamp, M.A., Take Heart St. Cloud

Take Heart America is a demonstration project designed to deploy state-of-the-art resuscitation science strategies to improve survival from sudden cardiac arrest (SCA) in Anoka County and St. Cloud, Minnesota; Columbus, Ohio and Austin, Texas. The goal in the St. Cloud area is to improve the overall survival rate of out-of-hospital SCA from 5 percent to more than 20 percent.

6D – Minnesota Rural Palliative Care Project

Janelle Shearer, M.S.N., Stratis Health

Sandra Stover, Cook County North Shore Hospital

Palliative Care is a system and philosophy of delivering health care to provide comfort and relieve pain and other symptoms of chronically ill and dying patients. Stratis Health and Fairview Health System are collaborating on the Minnesota Rural Palliative Care Project to increase awareness and build skills.

6E – New Models of Care: Interprofessional Practice and Education Teams

Brendan Ashby, M.B.A, M.P.H., C.H.E.S., Northeast Minnesota Area Health Education Center

Raymond Christensen, M.D., University of Minnesota - Duluth

Julie Shelton, St. Mary's Duluth Clinic

Chris Thiessen, Gateway Clinic

This session will describe Interprofessional Practice and Education (IPE) projects operating throughout the state with support from Minnesota Area Health Education Center to address health disparities and ultimately improving community health outcomes.

2:15 p.m. – 2:45 p.m.

Closing Keynote – The Troubled State of Rural EMS and the Good News Ahead

John Becknell, Best Practices in Emergency Services

2:45 p.m. – 3:00 p.m.

Closing Comments and Prize Drawing

LOCATION & LODGING

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

Lodging

Rural Health Conference rates will be held until May 24, 2008.

Canal Park Lodge

www.canalparklodge.com
250 Canal Park Drive
Duluth, MN 55802
(218) 279-6000 • (800) 777-8560

Group Name: Minnesota Rural Health Conference
\$94.00/night plus tax.

Inn on Lake Superior

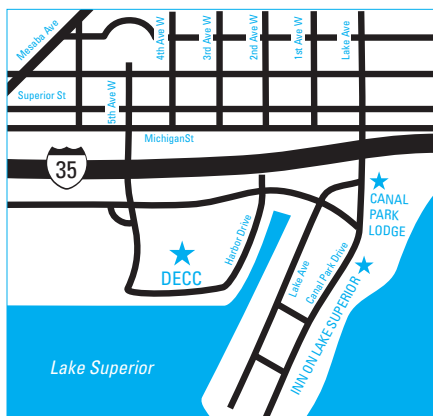
www.theinnonlakesuperior.com
350 Canal Park Drive
Duluth, MN 55802
(218) 726-1111 • (888) 668-4352

Group Name: Minnesota Rural Health Conference
\$94.00/night plus tax.

Weather

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

Duluth, MN



Registration Fees

Pre-payment required

- \$150 full conference registration
- \$75 one-day registration
- \$100 full conference registration for speakers (\$50 discount)
- Travel Discount: \$100 full conference registration for those who travel more than 250 miles one-way to Duluth
- \$30 full conference registration for students

Continuing Education Credits (CEUs and CMEs)

Application has been made for continuing education for health care executives, 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 June 13, 2008. If a registered person cannot attend, a substitute is welcome. Please fax or email the name of the substitute to (218) 727-9392 or nclement@ruralcenter.org, so the attendee list can be updated.

Reasonable accommodations are available (e.g., dietary needs or sign language). Contact Summer Fosdick, Rural Health Resource Center, (218) 727-9390 ext. 233 or sfosdick@ruralcenter.org.

HIGHLIGHTS

Exhibitor Fair

The Exhibit Fair will be the center of activity for the networking lunch, breakfast, dessert and breaks. Informational exhibits with program and resource information will be on display throughout the conference.

Last year's conference attracted 50 exhibitors and we anticipate an equally large number of exhibitors again this year, including Minnesota Children's Hospitals and Clinics Simulation Bus.

If your organization would like to sponsor the Minnesota Rural Health Conference, contact Summer Fosdick at (218) 727-9390 ext. 233 or complete the forms online at www.health.state.mn.us/divs/orhpc/conf/2008/index.html.

Monday Evening Reception

Monday June 23, 5-6:30 p.m.

Join us for an evening reception including live entertainment, appetizers and a cash bar overlooking the Duluth Harbor.

Minnesota Rural Health Association Policy Forum

Dr. Jack Geller, president of the Minnesota Rural Health Association, will convene the popular Rural Health Policy Forum. Don't miss this opportunity to engage in a lively discussion with health care leaders from the Minnesota Legislature.

Minnesota Rural Health Awards Presentation

Tuesday, June 24, 12-12:45 p.m.

The Minnesota Rural Health Hero and Team Awards will be presented following the luncheon on Tuesday, June 24.

Gift Giveaway

Participants who visit the Exhibit Fair and stay until the end of the conference are eligible for prizes.

**2008 Minnesota Critical
Access Hospital and
Rural Health Conference
Planning Committee**

- Benedictine Health System
- Minnesota Ambulance Association
- Minnesota Area Health Education Center
- Minnesota Dental Association
- Minnesota Department of Health-Data Resources and Management, Health Economics Program
- Minnesota Department of Health, e-Health Initiative
- Minnesota Department of Health-Office of Public Health Practice
- Minnesota Department of Human Services
- Minnesota Hospital Association
- Minnesota Medical Association
- St. Peter Community Hospital
- Stratis Health
- University of Minnesota Rural Health Research Center

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 would like to thank members of the Planning Committee who contributed time and resources to develop the program, provide networking opportunities and promote the conference.

REGISTRATION FORM

Please return the completed form with payment by **June 9, 2008** to:
2008 Minnesota CAH & Rural Health Conference
Rural Health Resource Center, Minnesota Center for Rural Health
600 East Superior St. Suite 404, Duluth, MN 55802 • Fax: (218) 727-9392

*Registration and the registration brochure are available online at:
<http://www.health.state.mn.us/divs/orhpc/conf/2008/index.html>*

First Name	MI		
Last Name			
Organization	Title		
Street Address			
City	State	Zip	
Telephone	Email		

Please include an email so we can email your registration confirmation

Breakout Sessions (Please choose one from each session)

Monday

- Session 1: 1A 1B 1C
Session 2: 2A 2B 2C
Session 3: 3A 3B 3C

Tuesday

- Session 4: 4A 4B 4C 4D 4E
Session 5: 5A 5B 5C 5D 5E
Session 6: 6A 6B 6C 6D 6E

Special Events (these events are included in your registration fee, please check if you plan to attend)

- Networking Lunch, Monday, June 23
 Evening Reception, Monday, June 23
 Continental Breakfast, Tuesday, June 24
 Awards Luncheon, Tuesday, June 24
choose one: Chicken Walleye

CEU/CME Credit (check one):

- American Academy of Family Physicians
 Minnesota Board of Examiners for Nursing Home Administrators
 Minnesota Board of Nursing
 Minnesota Board of Pharmacy
 Non-ACHE Category II Healthcare Executive

Registration Fee

- \$150 Full Conference
 \$100 Speaker/Travel Discount

- \$75 Monday only
 \$75 Tuesday only
 \$30 Student

Total Amount Enclosed:

- Check (payable to RHRC) Check #: Visa MasterCard

Card Number Expiration Date

Card Holder name Email

Company name (if company credit card)

Credit Card Billing Address (if different from address above)

Card Holder Signature Date

Questions contact: Summer Fosdick, (218) 727-9390 ext. 233 or sfosdick@ruralcenter.org

Note: By providing your contact information, you authorize the Rural Health Resource Center to communicate with you regarding event information and to process your registration, including credit card charges, if you choose that format.

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Minnesota Rural Health Conference 2008
Rural Health Resource Center
600 E. Superior St. Ste. 404
Duluth, MN 55802
(218) 727-9390 / rhrc@ruralcenter.org
Hosted by: The Minnesota Department of Health-Office of Rural Health and Primary Care, the
Minnesota Rural Health Association and the Rural Health Resource Center, together with their partners.
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