RETHINKING RURAL HEALTH CARE
A COMMUNITY EFFORT
MINNESOTA CRITICAL ACCESS HOSPITAL & RURAL HEALTH CONFERENCE
Dear Rural Health Colleagues,

The Minnesota Critical Access Hospital and Rural Health Conference is an opportunity for those working in or providing rural health care to exchange ideas and share innovations and collaborations. Our theme this year, Rethinking Rural Health Care: A Community Effort, suggests that changes are needed to allow rural health systems to flourish as health care reform moves forward. This two-day conference provides solutions to current challenges and recognizes the rural health hero and team award winners.

Both days are open to everyone involved in rural health care. Monday focuses on Critical Access Hospitals and their communities. Monday afternoon features a Rural Health Policy Forum with state legislators, followed by an evening reception overlooking the Duluth Harbor. Tuesday takes an in-depth look at health care transformation, quality, workforce, economics and rural community development with a full day of keynotes and breakout sessions.

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

Jack Geller
President
Minnesota Rural Health Association

Sally Buck
Associate Director
Minnesota Center for Rural Health

KEYNOTE SPEAKERS

**Sanne Magnan, M.D.**
Commissioner, Minnesota Department of Health

Dr. Sanne Magnan was appointed Minnesota Commissioner of Health September 28, 2007. She is also a staff physician at the Tuberculosis Clinic at St. Paul-Ramsey County Department of Public Health. Prior to being appointed commissioner, Magnan served as president of the Institute for Clinical Systems Improvement (ICSI) in Bloomington and was a clinical assistant professor of medicine at the University of Minnesota. Magnan holds a medical degree and a doctorate in medicinal chemistry from the University of Minnesota and is a board certified general internist.

**Lawrence (Lorry) J. Massa**
President and chief executive officer, Minnesota Hospital Association

Lawrence J. Massa became president of the Minnesota Hospital Association (MHA) in October 2008, continuing a 25-year career as a prominent hospital and health care leader in the Upper Midwest. Serving as a policymaker, hospital executive and grassroots advocate, Massa led Rice Memorial Hospital in Willmar, Minnesota as chief executive officer of the municipal organization for almost 15 years. Massa was an instrumental leader at the Minnesota Hospital Association even before he took the helm as president in 2008. His work included serving as chairman of the board of directors, the policy and advocacy committee and the political action committee.

**Alan Morgan**
Chief executive officer, National Rural Health Association

Alan Morgan has been with the National Rural Health Association (NRHA) since 2001. Morgan has more than 18 years experience in health policy development at the state and federal level. He served as staff for former U.S. Congressman Dick Nichols and former Kansas Governor Mike Hayden. Additionally, his experience includes tenures with the American Society of Clinical Pathologists and with the Heart Rhythm Society where he established a Washington, D.C. based government affairs office. Prior to joining NRHA, he served as a federal lobbyist for VHA Inc.
MONDAY
JUNE 15, 2009
CRITICAL ACCESS HOSPITAL DAY

7:00 a.m. – 4:00 p.m.
REGISTRATION

7:00 a.m. – 8:00 a.m.
CONTINENTAL BREAKFAST

8:00 a.m. – 9:15 a.m.
Welcome and Opening Keynote
  - Lawrence (Lorry) J. Massa, president and chief executive officer of the Minnesota Hospital Association

9:15 a.m. – 9:45 a.m.
BREAK (Exhibit Hall)

9:45 a.m. – 10:45 a.m.
BREAKOUT SESSION 1

1A – The Missing Piece of the Puzzle: Is Your Community Part of the Health Care Recruitment Solution?
  - Sheila Har, L.P., F.A.C.H.E., Duluth Clinic
  - Doug Johnson, M.D., Duluth Clinic
  - James Kobertstein, M.D., Duluth Clinic
This presentation offers a community strategy “toolbox” for effective physician recruitment, using International Falls as the case study; and focusing on building the pipeline of physicians for rural practice, featuring a case study from the Obstetrics/Procedural Medicine Fellowship.

1B – What Does “Meaningful Use” Really Mean in Electronic Health Records?
  - Marty Wittrak, Ph.D., R.N., The College of St. Scholastica
This session explores the concepts of “meaningful use” and “effective use” of an electronic medical record within the unique health care organization it serves. Highlights include practical steps an organization can employ to directly focus its EHR systems’ capabilities on supporting quality of care and work process improvement concerns, needs and desires.

1C – Making Long Term Care Feasible
  - David Brenne, M.B.A., Wipfli LLP
  - Kim Heller, Wipfli LLP
  - Len Meysembourg, Spooner Health System
Rural hospitals are committed to meeting the health care needs of their communities, which often includes operating a skilled nursing facility. This session will provide tools and knowledge to effectively manage the long term care components of organizations.

1D – Quality Measurement and Public Reporting: Comparing Providers on Cost and Quality
  - Sara Bonneville, M.A., Minnesota Department of Health
  - Katie Burns, M.A., Minnesota Department of Health
  - Michelle Casey, M.S., University of Minnesota Rural Health Research Center
  - Ira Moscovice, Ph.D., University of Minnesota Rural Health Research Center
  - Julie Sonier, M.P.A., Minnesota Department of Health
This session will describe quality measurement and results in rural hospitals; the potential impact of care-coordination strategies (e.g., bundling of payments, medical homes) on rural providers and patients; and utilization of key health information technology applications and their relationship to clinical quality in rural hospitals.
Representatives from the Minnesota Department of Health will discuss implementation of two key components of the 2008 health reform law: a statewide quality measurement and incentive payment system and the ranking of providers on a combined measure of cost and quality. Rural stakeholders will be asked to share their concerns and ideas following the presentation.

1E – Creating a Culture of Wellness: How Six CAHs are Making Health a Community Effort
  - Trina Lower, Mercy Hospital, Moose Lake
  - Kami Norland, M.A., Rural Health Resource Center
  - Vicki Rosenberg, Madelia Community Hospital
The Culture of Wellness helps communities identify their most important health needs and develop community goals and strategies to address them. Participants will learn steps for engaging community members, and tips and lessons for making health a sustainable community effort.

1F – A Simulation Experience for Administrators and Patient Care Providers
  - Susan Forvé, M.B.A., M.Ed, Children’s Hospitals and Clinics of Minnesota, Simulation Center
  - Karen Mathias, M.S.N., R.N., C.N.S., Children’s Hospitals and Clinics of Minnesota, Simulation Center

BARBARA PETTERSON, Children’s Hospitals and Clinics of Minnesota, Simulation Center
Come aboard Children’s mobile simulation bus for this interactive simulation session. Participants must be willing to simulate working through a critical event involving children and parents, such as Orange Alert or a medical event impacting your rural hospital. Sessions will be videotaped and debriefing of various aspects of team performance will follow the simulated critical event. Participation is limited to the first 10 who register. Those who are selected will be notified.

11:00 a.m. – 12:00 p.m.
BREAKOUT SESSION 2

2A – Prevention Pays for Community Wellness
  - Kurt Henn, Pharm.D., Saint Elizabeth’s Medical Center
  - Jeremy Solberg, M.D., Wabasha Clinic
  - Carla Theusch, M.S., Saint Elizabeth’s Medical Center
  - Paula Thompson, R.D., L.D., C.D.E., Saint Elizabeth’s Medical Center
Saint Elizabeth’s Medical Center and Wabasha Clinic, part of Lake City Medical Center-Mayo Health System, are taking the health of their community to heart. Learn how providers in a rural community are working together to identify need, develop prevention and wellness programming, and target at-risk populations to improve health and reduce the risks associated with chronic disease.

2B – Shifting Paradigms: LEAN Manufacturing Techniques Being Used in Rural Minnesota Health Care Facilities
  - Connie Troska, Coalition for Continuous Improvement in Healthcare
  - Pat Wangler, First Care Medical Services
Learn about a unique partnership with manufacturers, health care facilities and Northland Community and Technical College that began the Lean health care revolution throughout northern Minnesota. Discover where the journey began, where it has been and where it is going with the creation of the Coalition for Continuous Improvement in Healthcare.

2C – Medicare and Medicaid Financing
  - Gregg Redfield, Minnesota Hospital Association
Critical Access Hospitals depend on Medicare and Medicaid for the majority of their reimbursements. Participants will explore the current economy, state budget cuts, Medicare Advantage and other important financing topics.
2D – Quality Measurement and Public Reporting: Comparing Providers on Cost and Quality
(two-hour session continued from session 1D)

2E – Web-Based Stress Management Education for Agricultural People
- Denise M. Herbst, Argosy University
- Katherine M. Slama, Ph.D., M.S.S., Slama Consulting, University of Minnesota School of Medicine Department of Psychiatry
- David Therkelsen, M.B.A., Crisis Connection
  Participants will review a 2009 needs assessment of the stress levels of Minnesota's agricultural population. The session will review and discuss agricultural/rural stress research and web-based stress management training tailored for agricultural people.

2F – A Simulation Experience for Administrators and Patient Care Providers
(two-hour session continued from session 1F)

12:00 p.m. – 1:00 p.m.
NETWORKING LUNCH (Exhibit Hall)

1:00 p.m. – 2:00 p.m.
BREAKOUT SESSION 3

3A – The Internet-Based Psychiatric Bed-Finder: Two Years Old and Still Growing
- Michael Landgren, M.A., M.S., Minnesota Department of Human Services
- Sue Stout, Minnesota Hospital Association
  This project, entering its third year, required considerable cooperation and effort to reach fruition. Participants will gain an understanding of the collaborative efforts behind the internet-based psychiatric bed-finder and how it is meeting the needs of rural Minnesotans.

3B – Rural Emergency Department Performance Improvement
- Clint MacKinney, M.D., M.S., Stroudwater Associates
  The Emergency Department is both the front door and the front window to the rural hospital; where first and lasting impressions are made. This session offers participants the opportunity to improve performance in this vitally important service line—emergency care.

3C – Care Beyond Walls: Planning for Transitions
- Michelle Davis, Evercare
- Kerry Johnson, Evercare
- Heather Severson-Tanez, Evercare
  This session will discuss health coaching techniques that optimize the management of chronic diseases. Participants will learn strategies to help patients and their families navigate health care and transitions.

3D – On the way to Interoperable Electronic Health Records
- John Lillie, SISU Medical Systems
- Mark Roisen, Lac qui Parle Health Network
- Vicki Rosenberg, Madelia Community Hospital
  Participants will receive an overview of current Minnesota e-Health activities regarding interoperable electronic health record systems, along with insights into achieving interoperability. Lessons learned and challenges to interoperability will be presented from three different perspectives: a health IT network of three integrated health systems; a consortium of medical centers sharing information technology resources; and a community e-health collaborative.

3E – AARP/Blue Zones City Health Makeover: The Albert Lea Story
- Bob Graham, City of Albert Lea
  AARP/Blue Zones is a pilot study in Albert Lea to see if a community will change its habits to more closely resemble communities where people live the healthiest and the longest. Participants will receive the beginnings of a template that communities may use to create their own health makeover.

2:00 p.m. – 2:30 p.m.
BREAK (Exhibit Hall)

2:45 p.m. – 4:30 p.m.
MINNESOTA RURAL HEALTH ASSOCIATION (MRHA) RURAL POLICY FORUM
(Harbor Side Ballroom)
Legislative Speakers: U.S. Senator Amy Klobuchar (invited), State Representative Tom Huntley, State Senator Yvonne Prettner Solon
Hear updates regarding the potential impact on rural communities of health care reform initiatives being considered at the federal and state levels. After the presentations, join lively small group table discussions facilitated by the following health care leaders from the Minnesota Legislature: Representative Laura Brod, Representative Steve Gottwalt (invited), Representative Mary Ellen Otermo, Senator Julie Rosen, Representative Rod Skoe and Representative Paul Thissen.

4A – Developing Community-Based Health Promotion Models
- Brendan Ashby, M.B.A., M.P.H., C.H.E.S., Northeast Minnesota Area Health Education Center
- Barbara F. Brandt, Ph.D., Academic Health Center at the University of Minnesota
  This session will provide an overview of Minnesota Area Health Education Center’s 14 interprofessional practice and education sites. Participants will see the unique value of community-academic partnerships addressing community-identified health care issues. Highlights include experiences from the health care professions student perspective, best practices for interprofessional practice development and benefits of practice teams.

4B – Minnesota e-Health Initiative—What’s new?
- Liz Carpenter, Minnesota Department of Health
- Anne Schloegel, M.P.H., Minnesota Department of Health, Office of Rural Health and Primary Care
  Participants can expect an overview of current Minnesota e-Health and American Recovery and Reinvestment Act opportunities around electronic health records, e-prescribing and other health information technology applications.

4C – Beyond PKU: Transforming the Newborn Screening Partnership
- Beth-Ann Bloom, M.S., C.G.C., Newborn Screening Program, Minnesota Department of Health
  Participants will learn about expanded newborn screening and the partnership among hospitals, primary care providers and...
the Minnesota Department of Health to ensure that newborns throughout Minnesota have equitable access to state-of-the-art newborn screening, follow-up and intervention.

4D – Implementing Health Care Homes in Rural Minnesota
(two-hour session continues from session 5D)
- John Halfen, M.D., Lakewood Health System
- Marie Maes-Voreis, R.N., M.A., Minnesota Department of Health

In this intensive session, the Minnesota Department of Health will provide an overview of health care homes, a key component to the 2008 Health Reform Law. Attendees will learn what a health care home is, how certification and reimbursement will work, and issues unique to implementing health care homes in a rural setting.

Additionally, participants will gain practical knowledge about implementing the “joint principles,” with Lakewood Health Systems sharing their experiences establishing a working medical home.

4E – Providing Reintegration Services for Returning Military Soldiers
- Ernest Boswell, Ph.D., L.P., Minnesota National Guard consultant

This presentation will focus on helping health professionals examine the problems Minnesota National Guard personnel face and how to better assist soldiers with reintegration. Challenges and effective strategies specific to rural communities will be addressed.

4F – A Simulation Experience for Administrators and Patient Care Providers
LIMITED TO 10 PARTICIPANTS
(two-hour session continues from session 5F)
- Susan Forvé, M.B.A., M.Ed., Children’s Hospitals and Clinics of Minnesota, Simulation Center
- Karen Mathias, M.S.N., R.N., C.N.S., Children’s Hospitals and Clinics of Minnesota, Simulation Center
- Barbara Peterson, Children’s Hospitals and Clinics of Minnesota, Simulation Center

Come aboard Children’s mobile simulation bus for this interactive simulation session. Participants must be willing to simulate working through a critical event involving children and parents, such as Orange Alert or a medical event impacting your rural hospital. Sessions will be videotaped and debriefing of various aspects of team performance will follow the simulated critical event. Participation is limited to the first 10 who register. Those who are selected will be notified.

5A – An Update from the Healthcare Education Industry Partnership
- Valerie DeFor, M.H.S.A., Healthcare Education Industry Partnership
- Anne Willaert, M.S., Healthcare Education Industry Partnership

The Healthcare Education Industry Partnership (HEIP) is entering its second decade of working with Minnesota’s health care providers and educational institutions to identify and address health care workforce issues. Learn about key HEIP initiatives: health support specialist, the community health worker and the community paramedic, electronic medical records, clinical coordination, and the health care workforce vision—and how your organization can be involved.

5B – Mental Health Televideo Consultations in Rural Primary Clinics
- James Boulier, Ph.D., Center for Rural Mental Health Studies, University of Minnesota Medical School Duluth
- Gary Davis, Ph.D., University of Minnesota Medical School Duluth
- Nadine Hoven, M.Ed, R.N., Center for Rural Mental Health Studies, University of Minnesota Medical School Duluth
- Jane Hovland, Ph.D., Center for Rural Mental Health Studies, University of Minnesota Medical School Duluth

Gain knowledge of a shared-care, consultative mental health model used in several rural primary medical clinics, as well as the system of consultative care as applied to selected case examples. Participants will discuss demands that rural primary care health providers experience when helping patients who face mental health problems, and gain knowledge about “typical” mental health diagnoses, treatment strategies and co-morbidities of patients seen for consultation via a rural telemental health project.

5C – Northern Dental Access Center
- Jeanne Edevold Larson, M.S., Northern Dental Access Center
- Mary Marchel, Beltrami County Health and Human Services

Learn how a small, rural community worked together for five years to open a community access dental center to meet critical access needs among individuals with low incomes. The disciplined group processes that helped build ownership among dozens of participants and leveraged resources of all types across the community will also be examined.
LOCATION & LODGING

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

Lodging

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
$103/night (plus 13% tax)
Special rate held until May 14, 2009.

Radisson Hotel Duluth—Harborview
www.radisson.com/duluthmn
505 West Superior St.
Duluth, MN 55802
(218) 727-8981

Group Name: Minnesota Rural Health Conference
$103/night (plus 13% tax)
Special rate held until May 26, 2009

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
- 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 by June 5, 2009. If a registered person cannot attend, a substitute is welcome. Please fax or email the name of the substitute to (218) 727-9390 or knordin@ruralcenter.org, so the attendee list can be updated.

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

CONFERENCE HIGHLIGHTS

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

Last year’s conference attracted nearly 70 exhibitors and we anticipate an equally large number of exhibitors again this year.

If your organization would like to sponsor the Minnesota Critical Access Hospital & Rural Health Conference, contact Sally Trnka at (218) 727-9390 ext. 233 or complete the forms available online at www.health.state.mn.us/divs/orhpc/conf/2009/exhibit.html.

Minnesota Rural Health Association Policy Forum
Monday, June 15, 2:45 p.m.–4:30 p.m.
Hear updates regarding the potential impact on rural communities of health care reform initiatives being considered at the federal and state levels. After the presentations, join lively small group table discussions facilitated by health care leaders from the Minnesota Legislature.

Monday Evening Reception
Monday, June 15, 4:30-5:30 p.m.
Join us for an evening reception including live entertainment, appetizers and great conversation overlooking the Duluth Harbor.

Minnesota Rural Health Awards Presentation
Tuesday, June 16, 12:00-1:00 p.m.
The Minnesota Rural Health Hero and Team Awards will be presented at the luncheon on Tuesday, June 16.

Prize Giveaway
Tuesday, June 16, 2:15-2:30 p.m.
Participants who visit the Exhibit Fair and stay until the end of the conference are eligible for exciting prizes.
Please return the completed form with payment by **June 5, 2009** to:

**2009 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

**Questions, contact:** Sally Trnka, (218) 727-9390 ext. 233 or strnka@ruralcenter.org

Registration and the registration brochure are available online at:


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 1D/2D 1E 1F/2F
- Session 2: 2A 2B 2C 1D/2D 2E 1F/2F
- Session 3: 3A 3B 3C 3D 3E

**Tuesday:**
- Session 4: 4A 4B 4C 4D/5D 4E 4F/5F
- Session 5: 5A 5B 5C 4D/5D 5E 4F/5F

These events are included in your registration fee, please check if you plan to attend:
- Continental Breakfast, Monday, June 15
- Networking Lunch, Monday, June 15
- Evening Reception, Monday, June 15
- Buffet Breakfast, Tuesday, June 16
- Awards Luncheon, Tuesday, June 16

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)  □ Credit card:  □ Visa  □ MasterCard

Card Number  Expiration Date  Credit card:

Card Holder Name  Email

Company Name (if company credit card)

Credit Card Billing Address (if different from address above)

Card Holder Signature  Date

**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.
Minnesota Critical Access Hospital & Rural Health Conference
Rethinking Rural Health Care
A Community Effort
June 15-16, 2009 • Duluth, Minnesota

Minnesota Rural Health Conference 2009
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.

Sponsored by: