



RURAL PARTNERSHIP DEVELOPMENT MEETING

Rural Partnership Development Meeting January 14th – January 16th, 2020

Hilton Washington DC/Rockville Hotel and Executive Meeting Center
1750 Rockville Pike, Rockville MD 20852

| Day 1 | |
|------------------|--|
| 8:00 – 9:00 AM | Registration |
| 9:00 – 9:30 AM | Welcome and Federal Office of Rural Health Policy Remarks <i>(Plaza Ballroom)</i> Tom Morris , Associate Administrator, Federal Office of Rural Health Policy (FORHP) |
| 9:30 – 9:45 AM | Health Resources and Services Administration Remarks <i>(Plaza Ballroom)</i> Tom Engels , Administrator, Health Resources and Services Administration (HRSA) |
| 9:45 – 10:30 AM | Opening Plenary: Effective Collaborative Leadership <i>(Plaza Ballroom)</i> Dennis Wagner , Director, Quality Improvement and Innovation Group, CMS Paul McGann , Chief Medical Officer for Quality Improvement, CMS Effective leadership is a vital component in creating collaborative environments in the healthcare landscape. This session will explore effective leadership skills that we can use both within our own organizations and within our partnerships to produce positive and powerful outcomes. |
| 10:30 – 10:45 AM | Break |



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10:45 – 11:30 AM

Concurrent Breakout Sessions A

1. Policy to Practice (*Eisenhower*)

- **Holly Hansen and Blayne Osborn**, Nevada Rural Hospital Partners
- **Cindy Large**, Indiana Rural Health Association
- **Irini Guda**, Upper Midlands Rural Health Network

The concepts of health improvement and innovation may have broader community, state or national health policy impacts. How do you take your model concepts, your best practices, and your high impact program to the next level? This session will highlight awardees that have been are working to impacting policy change within their community.

2. Community Health Workers in Rural Settings (*Roosevelt*)

- **Co-Moderator:** Cassie Phillips, Community-Based Division, FORHP
- **Co-Moderator:** Amanda Phillips-Martinez, Georgia Health Policy Center
- **Eric Griffith and Liberty Avila**, Northeast Oregon Network
- **Floribella Redondo**, Arizona Community Health Workers Association

This session will explore how community health workers (CHWs) serve the needs of their communities in various rural settings. The speakers will describe their CHW model, how to engage network partners, key elements of reimbursement and sustainability and how to bridge gaps and making connections to expand the reach of community health work.

3. Application of Social Determinants of Health (*Washington*)

- **Gemirald Daus**, HRSA, Office of Health Equity
- **Lynn Borup and Rasa Kaunelis**, Tri-County Health Network

Social Determinants of Health (SDOH) are, according to the World Health Organization, “the circumstances in which people are born, grow up, live, work and age, and the systems put in place to deal with illness. These circumstances are in turn shaped by a wider set of forces: economics, social policies, and politics.” This session will feature subject matter expertise and a grantee example who will share an overview of SDOH, as well as information on available Federal resources and



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innovative solutions to address SDOH to improve population health and overall community well-being.

4. Peer Support Programs for Addiction Recovery

(Plaza Ballroom)

- **Tamanna Patel**, Georgia Health Policy Center
- **Roxanne Elliot and Cindy Laton**, FirstHealth of the Carolinas

Peer support services can effectively assist in addiction treatment and support a sustained recovery process. This session will provide an overview of recruitment and retention strategies, challenges and successes in setting up, funding, implementing and sustaining peer support and recovery specialist programs in rural areas.

11:30 AM – 12:30
PM

Networking Opportunity

- **Project Officer and Technical Assistance Meet and Greet (11:30-12:00 PM)**
- **Poster Session (12:00 – 12:30 PM) (*Regency*)**
- **Exhibitors (*Regency*)**

12:30 – 1:45 PM

Networking Lunch

Meeting participants have the option to dine onsite at the hotel restaurant or get lunch from one of the many dining establishments listed in and App.

1:50 – 2:30 PM

Concurrent Breakout Sessions B

1. Achieving Value Based Care Through Rural Population Health

(Roosevelt)

- **Kerri Cornejo**, Policy Coordinator, FORHP
- **Karla Weng**, Stratis Health
- **David Strogatz**, Bassett Health Care Network
- **John Isfort**, Marcum & Wallace Memorial Hospital

This panel presentation will explore best practices and lessons learned relating to how rural community organizations can work toward achieving value-based care through efforts which adopt financially



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viable population health management strategies and solutions that improve community health and quality of care.

2. Successes, Challenges, and Sustainability of Care Coordination Programs in Rural Communities (*Plaza Ballroom*)

- **Alana Knudson and Clare Davidson**, Walsh Center for Rural Analysis at NORC
- **Sidney Cline**, Williamson Health and Wellness

This session will discuss an overview of key findings, best practices, and challenges of care coordination programs in rural communities. The speakers will share innovative activities to improve patients' health as well as to generate cost-savings within the health care environment, including establishing public-private partnerships and working with third party payers to develop opportunities for reimbursement of care coordination services.

3. Evidence Based Practices for Opioid Use Disorder in Rural America (*Eisenhower*)

- **Eric Griffith**, Northeast Oregon Network
- **Roxanne Elliot**, FirstHealth of the Carolinas
- **Nancy Frank**, North Country Health Consortium
- **Heather Perry**, Arkansas Rural Health Partnership

This session will be an informative and interactive series of presentations highlighting lessons learned, challenges, unique collaborations, and strategies for success in combating Opioid Use Disorder in rural America.

4. HRSA Language Access Program (*Madison*)

- **Sarah Williams**, HRSA, Office of the Administrator

Recipients of HRSA funding must take reasonable steps to help ensure that Limited English Proficient (LEP) individuals have meaningful access to all of their programs and activities. This session will include a summary of the relevant laws, an explanation of HRSA recipient obligations as they relate to language access, and a discussion on how recipients can meet those obligations.

2:30 – 2:40 PM

Break



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| 2:40 – 3:40 PM | Town Hall (<i>Plaza Ballroom</i>) Kathryn Umali , Director, Community-Based Division, FORHP Wakina Scott , Director, Office of Policy Analysis, Office of Planning Analysis and Evaluation, HRSA Amy Elizondo , Vice President, Program Services, National Rural Health Association Mark Boucot , President & CEO, Garrett County Memorial Hospital |
| 3:45 – 4:45 PM | Afternoon Plenary: Transportation Challenges in Rural Communities (<i>Plaza Ballroom</i>) U.S. Department of Transportation Amy Conrick , Community Transportation Association of America Carol Wright Kenderdine , Assistant Vice-President, National Aging and Disability Transportation Center; National Rural Transit Assistance Program (RTAP) West Central Community Action Agency Kelly Ast , Project Director, Rides to Health and Wealth Transportation is an important component of health in rural communities. The availability of reliable transportation impacts a person's ability to access appropriate and well-coordinated healthcare, purchase nutritious food, and otherwise care for themselves. This session will provide information on federally available resources as well as a grantee example doing transformative work around transportation in their state. |
| 4:45 – 5:00 PM | Celebration and Reflections First Day Evaluations Adjourn |



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5:30 PM

Networking Social Event (Optional)

This informal social event will take place onsite at Olive's Restaurant

Day 2

| | |
|-------------------|---|
| 8:45 – 9:00 AM | Welcome and Housekeeping Items (<i>Plaza Ballroom</i>) |
| 9:00 – 12:00 PM | Concurrent Program Breakout Sessions <ul style="list-style-type: none">• Rural Health Care Services Outreach Program (<i>Plaza Ballroom</i>)• Rural Health Network Development Planning Program (<i>Madison</i>)• Rural Health Network Development Program (<i>Eisenhower</i>) |
| 12:00 – 1:00 PM | Networking Opportunity (<i>Regency</i>) <ul style="list-style-type: none">• Poster Session (12:00 – 1:00 PM)• Exhibitors |
| 1:00 – 2:10 PM | Networking Lunch <p>Meeting participants have to option to dine onsite at the hotel restaurant or get lunch from one of the many dining establishments listed in the App.</p> |
| 2:15 PM – 2:45 PM | Community Based Division Updates (<i>Plaza Ballroom</i>) <p>Kathryn Umali, Director, Community-Based Division, FORHP</p> |
| 2:50 – 3:50 PM | Concurrent Breakout Sessions C <ol style="list-style-type: none">1. Chronic Disease Management in Rural Communities (<i>Washington</i>)<ul style="list-style-type: none">• Elizabeth Beverly, Ohio University |



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- **Matthew Ritchey**, Centers for Disease Control and Prevention (CDC)

This session will highlight successes, challenges, unique collaborations, and lessons learned around improving chronic disease management in rural communities.

2. Behavioral Health Integration into Primary Care Settings (*Eisenhower*)

- **Jennifer Uhrich Swanson and Riana Hegman**, Well Being Development
- **Nick Szubiak**, NSI Strategies

Integrating behavioral health into primary care settings is a common service integration model. This session will feature subject matter expertise and a grantee example of how to integrate behavioral health services in rural primary care settings effectively.

3. Sustaining HRSA-Funded Programs (*Plaza Ballroom*)

- **Kristi Iannucci**, Summit Healthcare Association
- **Cheryl DeVault**, Rural Wisconsin Health Cooperative

This session will highlight grantees who have successfully sustained their HRSA-funded programs as they share successes, challenges, and lessons learned during their project lifecycle.

4. Telehealth in Rural Communities (*Roosevelt*)

- **Carlos Mena**, Office for the Advancement of Telehealth, FORHP
- **Charles Pollard**, Miners' Colfax Medical Center

Telehealth plays an increasingly critical role in providing access to health care in rural communities. This session will walk attendees through resources to mitigate the common barriers to implementing a successful telehealth program. Speakers will describe the resources available through HRSA-funded grant programs, such as the Telehealth Resource Centers.

5. Rural Childhood Wellness and Activity (*Madison*)

- **Debbie Kibbe**, Georgia Health Policy Center

Children in rural areas face particular risks to their health and well-being. This session will explore the different ways to address childhood wellness; including social skills, chronic conditions, and choosing the right childhood wellness intervention to impact population health and



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| | consider how to apply new ideas to current childhood wellness challenges. |
| 3:50 – 4:00 | Break |
| 4:00 – 4:45 PM | Afternoon Plenary: Understanding Health Equity in Rural Communities (<i>Plaza Ballroom</i>) Cara James , Director, Office of Minority Health, Centers for Medicare and Medicaid Services (CMS) This session will begin with the definition of health equity before discussing the issues of equity and health in rural settings. During this plenary participants will learn about health equity challenges and opportunities for rural communities, and how to take action to eliminate health disparities. |
| 4:45 – 5:00 PM | Celebrations and Reflections Second Day Evaluations Adjourn |
| 5:00 PM | Dinner on Your Own |

Day 3

| | |
|------------------------|---|
| 8:30 – 8:40 AM | Welcome and Housekeeping Items (<i>Plaza Ballroom</i>) |
| 8:45 – 10:00 AM | Concurrent Technical Assistance Workshops A 1. Framework for Success: Assessing Readiness to Participate in the Value-Based Payment Arena (<i>Plaza Ballroom</i>) <ul style="list-style-type: none">• Carrie Cochran-McClain and Heidi Arthur, Health Management Associates Health Management Associates will conduct an interactive workshop to introduce and explore the key components and rural application of |



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building networks that address value-based payment and the inclusion of SDOH for Medicaid clients and other vulnerable populations. The session will focus on topics including how to determine the right services, build the right relationships, and create a data infrastructure to accommodate multiple levels of operational capability, data collection, and health information exchange for value-based payment. The session will offer how-to ideas for effective development and implementation of VBP partnerships and collaborations, including specific frameworks, tools, and lessons learned from other successful initiatives nationwide.

2. Assessing Readiness for Community Transformation Towards a Culture of Health (*Roosevelt*)

- **John Butts**, Georgia Health Policy Center
- **Paul Howard**, 100 Million Healthier Lives, Institute for Healthcare Improvement

This interactive, hands-on workshop will introduce participants to the Assessment for Advancing Community Transformation (AACT), a validated, self-assessment tool that allows communities to collect and use data about their collaborative efforts to improve health and equity.

3. Tools and Tips for Success with Motivational Interviewing (*Eisenhower*)

- **Debbie Kibbe**, Georgia Health Policy Center

Motivational Interviewing (MI) is an evidence-based, conversational approach that addresses ambivalence to change. This interactive session will be designed to share tools and tips grantees can use to help others discover their own interests in considering a change in their lives and enhance their confidence to take action. The session will involve roleplaying of scenarios by presenters using MI skills and provide an opportunity for session participants to apply MI skills to their own experiences and work.

4. Health Improvement Special Project (HISP) Workshop (*Madison*)

- **Alexa Ofori**, FORHP Outreach Program Coordinator
- **Matthew Ritchey**, Centers for Disease Control and Prevention
- **Emily Hall**, Centers for Medicare and Medicaid Services
- **Tanisa Adimu**, Georgia Health Policy Center



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This specialized breakout session will be open to only HISP grantees. Depending on the kinds of information received from grantees through a short survey, subject matter experts from CDC and CMS may provide technical guidance on the use of the Heart Age calculator as well as share tools, resources, and practices related to cardiovascular disease (CVD) prevention. The information provided by grantees will be used to design this HISP session and subsequent peer community calls.

10:00 – 10:15 AM

Break

10:15 AM – 11:30
PM

Concurrent Technical Assistance Workshops B

1. Framework for Success: Assessing Readiness to Participate in the Value-Based Payment Arena (*Plaza Ballroom*)

- **Carrie Cochran-McClain and Heidi Arthur**, Health Management Associates

Health Management Associates will conduct an interactive workshop to introduce and explore the key components and rural application of building networks that address value-based payment and the inclusion of SDOH for Medicaid clients and other vulnerable populations. The session will focus on topics including how to determine the right services, build the right relationships, and create a data infrastructure to accommodate multiple levels of operational capability, data collection, and health information exchange for value-based payment. The session will offer how-to ideas for effective development and implementation of VBP partnerships and collaborations, including specific frameworks, tools, and lessons learned from other successful initiatives nationwide.

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4. Adaptive Leadership (*Madison*)

- **Eric Baumgartner**, CRL Consulting

Adaptive Leadership is necessary for organizations to thrive and adapt to changing environments and effectively address complex problems. Adaptive Leaders position their organizations for sustainability by promoting a pro-active process of scanning and reflecting on both the internal and external environment. Through presentation and facilitation by the session presenter, participants will gain an understanding of the core attributes of adaptive leadership and engage in quick reflective exercises to practice their application in situations they may face in their rural health work.

11:30 –12:00 PM

Wrap-Up and Third Day Evaluations (*Plaza Ballroom*)

12:00 PM

Meeting Adjourn



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