

**AUGUST 17-19,
2021**

**THE LODGE AT
OLD KINDERHOOK
CAMDENTON, MO**

MISSOURI RURAL HEALTH CONFERENCE

PRELIMINARY AGENDA

(SUBJECT TO CHANGE)

TUESDAY, AUGUST 17 (DAY 1) - NO MEALS PROVIDED

7:30 a.m.

Registration Open

8:00 A.M. - 5:00 P.M. – PRE-CONFERENCE SESSIONS

10:00 a.m. -12:00 p.m. – Grand Ballroom A

Pre-Conference 1 - Keep Calm and Compliance On - Compliance Basics and Beyond -

Brooke Bennett Aziere, Amanda Wilwert, Foulston Siefkin LLP – With the Government's stepped-up enforcement initiatives, there is no better time to make sure your compliance program is up to snuff. This presentation will start with the basics by providing a review of the Office of Inspector General's (OIG) seven elements to operating an effective compliance program. This presentation will also provide a more in-depth discussion of specific OIG compliance program elements with a focus on key risk areas, including, auditing, documentation, compliance reporting structures, outsourced providers, laboratory billing arrangements, social media, background checks, and training. Finally, this presentation will address issues and resources that organizations should have on their compliance radar and be monitoring on a regular basis to create a robust compliance program.

1:00 p.m. -5:00 p.m. – Grand Ballroom B

Pre-Conference 2 - FLEX Program - Annual Meeting

*Limited to: CEO's, Finance & Quality team members in FLEX Program,
Participating Critical Access Hospitals*

Medicare Rural Hospital Flexibility Grant Overview - Sherry Buschjost, VP of Quality Services-Missouri Hospital Association, Office of Rural Health and Primary Care-Barbara Brendel, Rural Health Program Manager-Missouri Department of Health and Senior Services

Overview of Quality Cohorts - Stephen Njenga, Director of Quality Measurement and Population Health Improvement-Missouri Hospital Association

Connecting and Inspiring - Effective Leadership Communication - Dan Prater, Senior Managing Consultant-BKD CPAs & Advisors

COVID-19 Update - Jackie Gatz, VP of Safety and Preparedness-Missouri Hospital Association

1:00 p.m. -4:00 p.m. – Creek View (Separate Building)

Pre-Conference 3 - Missouri Rural Community Opioid Response Grantee Meeting (RCORP)

1:00-2:00p.m. – Shawn Hayden (Virtual)

2:00-3:00p.m. – Mobile Unit – Felisha Richards (Virtual)

3:00 – 4:00p.m. – Harm Reduction

5:00 p.m.

Conference Adjourns for Day – GREAT TIME TO SCHEDULE A ROUND OF GOLF

5:30 p.m. -8:00 p.m. –

MRHA Board Retreat (CLOSED MEETING) OFF SITE

5:30 p.m. -8:00 p.m. –

Regional Mobility Coordinators and Mobility Managers informal dinner and networking. INVITE ONLY (OFF SITE)

WEDNESDAY, AUGUST 18 (DAY 2)

7:00 a.m. -8:00 a.m. – Trophy Room (Separate Building)

Breakfast Buffet

7:30 a.m. -5:00 p.m. – Hotel Lobby

Registration Open

8:00 a.m. -5:30 p.m. – Hearth Room

Exhibit EXPO Open



CONTACTS

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WEDNESDAY, AUGUST 18 (DAY 2) CONTINUED

8:00 a.m. -8:45 a.m. – Legislative Round Table Meet and Greet – Cypress Room

9:00 A.M. - 11:00 A.M. – CONFERENCE SPECIAL SESSIONS

9:00 a.m. -10:00 a.m. – 1 of 2 Part Session – Grand Ballroom A

Gun Violence Prevention – Jessi LaRose MPH, Senior Strategist-Initiatives, Missouri Foundation for Health, Katie Ellison MA, Project Director for the Safer Homes Collaborative, Missouri Institute for Mental Health – Gun Violence in Missouri is recognized as a public health issue that affects people of all demographics, in both rural and urban communities, across our state. Gun violence is not exclusively an urban public health issue. Gun violence is both an urban and rural public health crisis, which includes homicides, accidental shootings, and suicide. Missouri Foundation for Health is fostering gun-violence prevention strategies that focus on strengthening interdisciplinary networks who are working to address the impact of all forms of gun violence on Missouri communities. One of the strategies the Foundation has leveraged is the Safer Homes Collaborative at the Missouri Institute for Mental Health. The Safer Homes Collaborative has found common ground between the suicide prevention and gun-owning communities, in an effort to reduce gun suicides through non-political, evidence based, lethal means reduction strategies.

10:00 a.m. -11:00 a.m. – 2 of 2 Part Session Grand Ballroom A

CALM- Conversations on Access to Lethal Means – Katie Ellison MA, Project Director for the Safer Homes Collaborative, Missouri Institute for Mental Health – Missourians are more likely to intentionally kill themselves with a gun than they are to be killed by a gun in a mass shooting or homicide. Six out of ten suicide deaths in Missouri are by firearm. Conversations on Access to Lethal Means in a 1-hour adaptation of Counseling on Access to Lethal Means, which promotes the evidence-based strategy of reducing access to lethal means to prevent suicide. CALM is the next-step in suicide prevention that everyone can learn to do to prevent suicide. Upon completion of the CALM workshop, participants will be able to identify risk factors and warning for suicide, understand the concept of lethal means reduction and why it works, as well as tips for how to have the conversation about reducing access to lethal methods used in a suicide by encouraging safer storage of lethal means.

9:00 a.m. -11:00 a.m. – Grand Ballroom B

What's Next? Information Blocking Compliance - Brooke Bennett Aziere, Amanda Wilwert, Foulston Siefkin LLP – On May 1, 2020, the Office of the National Coordinator (ONC) and Centers for Medicare & Medicaid Services (CMS) simultaneously published their final rules implementing the 21st Century Cures Act. On April 24, 2020, the Office of Inspector General (OIG) released its Proposed Rule on Civil Monetary Penalties (CMPs) to be imposed against actors who engage in prohibited “Information Blocking.” These new rules and standards may change certain policies and procedures adopted by covered entities and business associates in accordance with HIPAA and permitted business practices. This presentation will provide a review of the 21st Century Cures Act and its prohibition against Information Blocking, as well as patient access requirements. This presentation will take a deeper dive into how the ONC & CMS final rules affect an organizations’ HIPAA policies governing uses and disclosures of protected health information and patient access to electronic health information, and include recommended updates to those policies to ensure the organization maintains compliance with these new 21st Century Cures Act rules.

9:00 a.m. - 11:00 a.m. – Creek View (Separate Building)

HealthTran – A Rural Transportation Solution – Surviving COVID
Welcoming and brief introduction to Missouri Rural Health Association – Melissa VanDyne, Executive Director, Missouri Rural Health Association

9:00a.m. - 9:20a.m HealthTran Program Basic Overview – Mary Gordon, HealthTran Project Manager, Missouri Rural Health Association – Across Missouri, town hall meetings identified transportation as one of the top two barriers faced by rural communities. Rural Transportation is limited, restrictive, expensive, and difficult to find. HealthTran began in 2014 as a pilot program, to learn if transportation actually improves rural health outcomes. The answer is, YES. HealthTran was designed to address rural transportation limitations and barriers, with a primary focus on health and social determinants of health that affect rural Missourians and their communities. In finding a sustainable solution, with flexibility to meet the needs and barriers of the unique Missouri landscape, HealthTran developed a multifaceted approach. Moderator Sandra Morris.

9:20a.m. – 9:40a.m. – 9:20a.m. – 9:40a.m. – HealthTran Service Lines – Sandra Morris, HealthTran State Mobility Manager/Trainer, Missouri Rural Health Association– HealthTran has several service lines under its’ umbrella. Mobility Management Technical Support Center, Education and Training Opportunities, Data Collection and Analysis. Come join us as we explain these service lines in greater detail. Moderator Mary Gordon

9:40a.m. – 10:00a.m. – Volunteer Driver Program – Reagan Alewine, HealthTran State Volunteer Manager, Missouri Rural Health Association – During the HealthTran Pilot, 2014 to 2016, data quickly showed the gaps in transportation in the eleven rural counties we served. HealthTran partnered with Public Transportation, i.e., OATS, SMTS, Licking Bridge Builders, LLC., West Plains City Transit, Houston City Transit and South Howell Medical Transport Vans. Due to restricted transit schedules and routes, because of limited funding, we soon saw gaping “black holes” where there were no transportation services whatsoever. Moving into sustainability, we realized the need to design a Volunteer Drivers Program to be able to serve all areas of each county throughout the State. Moderator Sandra Morris

10:00 a.m. – 10:10 a.m. Break

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WEDNESDAY, AUGUST 18 (DAY 2) CONTINUED

10:10a.m. – 10:30a.m. – The New Normal on a New Frontier:

Building a Rural Mobility Management Program in Unprecedented Times – Scarlett Loomas, Development Administrator, Delta Area Economic Opportunity Corporation

– In this presentation, Rural Mobility Coordinator, Scarlett Loomas, will describe the challenges she has faced in establishing a mobility management system in a region of the state notoriously resistant to change. The experience has revealed that there is no one path or formula to addressing transportation in rural Missouri, but that COVID-19 provided as many opportunities as barriers. Moderators Mary Gordon, Sandra Morris

10:30a.m. – 10:50a.m. – Coming Together for Transportation Solutions – Kimberly Rodriguez, Project Development Manager II, Lisa Buchanan, Regional Mobility Coordinator, Jefferson Franklin Community Action Corporation – Kim and Lisa plan to present what the new Regional Mobility Coordinator position has accomplished over the past year. We will discuss Taylor's work bringing HealthTran and the Kaizen Platform to the community and the progress made with Mercy. In addition, we will talk about the community education work Lisa is currently doing with OATS, including riding public transportation herself and partnering with the OATS Regional Director to create a presentation on how to use OATS services. Lastly, we will be discussing the data collection piece, including community and stakeholder surveys, focus groups, and partnerships with other organizations to collect data as well. Moderators Mary Gordon, Sandra Morris

10:50 a.m.-11:00 a.m. Q&A

11:00 a.m. -11:30 a.m. – Hearth Room

Break – Exhibit Expo/Refreshments

11:30 a.m. -12:30 p.m. – Trophy Room (Separate Building)

Lunch Buffet

12:30 p.m. - 2:00 p.m. – Grand Ballroom A/B

WELCOME – Patty Miller, President, Missouri Rural Health Assn., Melissa Van Dyne, Executive Director, Missouri Rural Health Assn.

CORPORATE SPONSOR - (TBD)

KEYNOTE – The Landscape of Rural Health - Brock Slabach, MPH, FACHE, Sr. Vice-President for Member Services, National Rural Health Association – Rural providers of care have seen major changes over the last decade in the landscape of healthcare delivery in America, made especially more difficult during the COVID-19 pandemic. These changes present challenges and opportunities. This session will focus on the potential impact of federal policy on rural providers of care and their communities with emphasis on value-based purchasing and population health.

2:00 p.m. -2:30 p.m. – Hearth Room

Break – Exhibit Expo/Refreshments

BREAKOUT SESSIONS – 2:30 P.M. - 3:30 P.M.

Breakout Session 1 – Grand Ballroom A

Nursing's shortage goes Way Beyond Headcount – Ron Hoppe, Chief Executive Officer of WorldWide HealthStaff Solutions.

Ltd., - Current thinking around shortage of RNs is focused on vacancies and the overall supply and demand dynamics within the workforce. This session describes how healthcare employers are about to face an entirely new shortage in the nursing workforce – an experience shortage. The workforce is becoming increasingly novice as experienced nurses retire. At the same time the care complexity is rising and shows no signs of abating. These two countervailing forces create a gap between the experience of the workforce and the complexity of care provided.

Breakout Session 2 – Grand Ballroom B

Accepting the Challenge to Improve the Health & Wellbeing of Missourians at Every Stage of Life - Kathleen Quinn, Ph.D., Chiquita Chanay MPH, MCHES, University of Missouri Extension

- Community Health Engagement & Outreach – MU Extension's land grant mission is to improve lives, communities, and economics by producing relevant, reliable, and responsive educational strategies throughout Missouri. Extension faculty and staff collaborate with researchers and community leaders to develop and deliver programs addressing Missourian's needs including educational attainment, environmental concerns, and community, economic, business, and workforce development.

There are 800 employees statewide working in Agriculture & Environment, Youth and Family, Business & Community and Health and Safety. Put simply, MU Extension has taken the challenge of improving the lives of Missourians by addressing three grand challenges: health, education, and economy. These three pillars are inextricably connected and impact each other. In 2019, this led to the creation of Community Health as a new program area. MU Extension is present in every county. This strategic presence uniquely positions the Community Health Program area to improve the health and wellbeing of every Missourian, at every stage of life through key partnerships and community engagement.

Breakout Session 3 – Cypress

Access and TeleDentistry - Tiffany Grant, BS, RDH Chief Operation Officer, Access Teledentistry, - Demonstrate an innovative dental delivery model capability to reduce the burden of dental disease and increase access to affordable dental care. Display full utilization of the skills and scope of all dental staff and ancillary support systems in order to improve patient and provider outcomes. Discuss approaches to decreasing transitional barriers to oral healthcare and facilitate the appropriate delivery of health care services.

Breakout Session 4 – Creek View (Separate Building)

Transportation and the Social Determinants of Health/

Networking: Kelly Ast, Community Services Director, Kenny Hutchison, CCAP/Regional Mobility Coordinator, West Central Missouri Community Action Agency Facilitator: Sandra Morris

3:30 p.m. -3:45 p.m. – Hearth Room

Break – Exhibit Expo/Refreshments

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WEDNESDAY, AUGUST 18 (DAY 2) CONTINUED

BREAKOUT SESSIONS – 3:45 P.M. - 4:45 P.M.

Breakout Session 1 – Grand Ballroom A

Community Supports for People Impacted by Dementia –

Jill Cigliana, MSOT, OTR/L, Program Director, Memory Care Home Solutions, Ben Molina, MSW, Client Services Manager, Alzheimer's Association, Greater Missouri Chapter – This workshop will provide an overview of dementia in Missouri, valuable services to reduce care partner stress and support people who are living with dementia in the community. Specifically, presenters will describe the Missouri Customized Caregiver Training and Relief Program which is funded by the Department of Health and Senior Services and delivered in partnership by the Missouri Rural Health Association, the Alzheimer's Association Greater Missouri Chapter and Memory Care Home Solutions.

Breakout Session 2 – Grand Ballroom B

Rural Medical Education, Innovative Collaborations, and

Community Outreach – Kathleen Quinn, PhD, Associate Dean for Rural Health, Allison Fuemmeler, MSL - Program Coordinator, University of Missouri School of Medicine, Rural Track Program – As the state's leading educator of physicians practicing in Missouri, the MU School of Medicine is in a key position to improve the supply and distribution of physicians in rural Missouri. Through innovative projects, unique programs, and strategic partnerships the Rural Track Pipeline Program continues to grow and offer students valuable experiences in rural medicine.

Breakout Session 3 – Cypress

Mobile Integrated Health Model - Justin P. Duncan BS, NRP, CCEMT-P, FP-C Administrator/Chief of EMS, Washington County Ambulance District – Mobile Integrated Healthcare brings healthcare to the patient's home. Not all patients qualify for home healthcare. MIH fills in the gaps. This course will discuss the Emergency Medical Services/Community Paramedic/FQHC partnership model for MIH services. We will discuss how the system of care in Washington County, Missouri came to fruition, our lessons learned, our success and how it may be implemented in other communities.

Breakout Session 4 – Creek View (Separate Building)

(NOTE: THE PRESENTATION (LISTED BELOW) BY JUDY SHANLEY, BRANDON ROCCIO- WILL BE VIRTUAL!)

“Advancing Mobility Management: Identifying Funding Sources, Cost Sharing Examples and Cross Partnership Funding Models”

- (Virtual) Judy Shanley, Ph.D, Assistant Vice President, Education and Youth Transition, Easterseals National Office – Chicago IL and Easterseals Director of the FTA-funded National Center for Mobility Management (NCMM), Brandon Roccio, Technical Assistance Specialist II, Easterseals. – Whether you are seeking to expand service models or build community networks, developing partnerships and connecting agencies with human service organizations through state, local and federal agency programs can play a vital role in providing accessible transportation services for older adults, those with disabilities, and lower-income riders in rural communities and those seeking healthcare related trips. During this session, attendees will be provided an overview of how to leverage resources from the National Center for Mobility Management (NCMM) and the Coordinating Council on Access and Mobility (CCAM), participants will learn about FTA opportunities to improve coordination available funding sources, and national case studies where communities employed innovative cost sharing and cross partnership funding models to improve and advance mobility management. Facilitator Sandra Morris
“Missouri Funding Opportunities, Understanding Local Resources” – Doris Boeckman, Co-Founder and Principal Partner, Community Asset Builders, LLC, Jefferson City, Mo. – TRANSPORTATION – Linking Planning and Resources Funding transportation, particularly for non-emergency healthcare, continues to be challenging in rural communities. This presentation focuses on some strategies that can be undertaken at the local and state level to help identify resources to address transportation barriers. Moderator – Doris Boeckman

4:45 p.m. - 5:15 – Hearth Room

Last Chance to Visit! - Exhibit Expo/Refreshments

5:15 P.M. – 5:45 P.M. – GRAND BALLROOM B

Missouri Rural Health Association Members Annual Meeting

5:15 p.m. – 9:00 p.m. Vendors Dismantle and Pack up.

6:00 P.M. – 8:00 P.M. –

SOCIAL DINNER & NETWORKING EVENT (THIS EVENT IS SUBJECT TO CANCELLATION WITHOUT SPONSOR)

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THURSDAY, AUGUST 19 (DAY 3)

7:00 a.m. - 8:00 a.m. – Trophy Room (Separate Building)

Breakfast Buffet

7:30 a.m. - 9:00 a.m.

Registration Open

BREAKOUT SESSIONS – 8:00 A.M. - 9:00 A.M.

Breakout Session 1 – Grand Ballroom A

Department of Economic Development – Timothy Arbeiter, Director of Broadband Development, Strategy & Performance Division, Missouri Department of Economic Development - TBD

Breakout Session 2 – Grand Ballroom B

Leads Impact on the Developing Brain and Life of Your Child - Cathy Wood, Sharon Odom, Missouri Department of Health and Senior Services – This presentation provides information about how children and families can better avoid lead exposure with an awareness of the sources and an understanding of the harmful effects on a child's body. Guidance will be provided for providers, nurses, and healthcare providers that will describe recommended follow-up assessments, services, and interventions for lead-poisoned children.

Breakout Session 3 – Hearth Room

340B Discussion – Compliance and HHS Updates – Anja Wilkinson, MBA, 340B, Vlad Tikhtman, Marketing Director, TangoRX – It can be difficult for Covered Entities to improve patient care and pass along 340B cost savings for those who need it most when compliance regulations continue to tighten and disputes between drug manufacturers can leave staff unsure how to manage their program. This session will discuss compliance best practices by going over topics such as HRSA requirements, internal & external audits, and how to engage other departments into 340B. The speaker will also discuss updates from HHS regarding the pharmaceutical manufacturing dispute with Covered Entities. Practical advice will be offered, personal experiences will be recounted, and resources will be shared, all to assist you in managing a sustainable 340B program.

Breakout Session 4 – Creek View (Refreshments in Room)

(Separate Building)

A Non-Traditional Rural Transportation Model - James A. McGee, R.N., Missouri Rural Health Association, HealthTran – Providing transport to rural Missourians faces several challenges. Dispersed populations, industry “silos”, and costs outpacing revenue are only a few. A non-traditional approach to providing transport is required. The non-traditional approach leverages multiple resources readily available to most communities. Technology, volunteer drivers, unused vehicles, EMS agencies and others could work collaboratively to ease a looming transportation crisis. Following the discussion there will be time allowed to tour a transport van provided by Show-Me Transit. The tour will be by their staff with question-and-answer session during. Moderator Mary Gordon

9:00 a.m. - 9:15 a.m. – Grand Ballroom Foyer

Break – Refreshments

BREAKOUT SESSIONS – 9:15 A.M. - 10:15 A.M.

Breakout Session 1 – Grand Ballroom A

Federal Partners Panel Discussion

Breakout Session 2 – Grand Ballroom B

School-Based Health Program Planning 101 - Molly Ticknor, MA, ATR, LPC; MOSBHA Executive Director, Michelle Neilson, M.Ed; MOSBHA Program Manager – Now more than ever, our schools are facing significant challenges in addressing the increasing healthcare needs of their students and their staff. The COVID-19 pandemic highlighted the health inequities across our communities. A silver lining of the pandemic has been healthcare organizations and schools working together to address these needs through school-based health programs. In this session participants will learn about the impact of school-based health (SBH) programs on student's health, well-being, & academic success; and the key steps in planning & implementing quality SBH programs. This session will also cover key dos & don'ts for developing SBH program partnerships, assessing & meeting student health & wellness needs, & identifying sponsorships and funding opportunities.

Breakout Session 3 – Hearth Room

COVID Vaccination Efforts in Rural Southeastern Missouri -

Richard Logan, Jr., PharmD -This program will discuss early vaccination efforts in Mississippi County Missouri. Mississippi County mounted a coordinated, cooperative effort across multiple independent pharmacies, local health department and county government to address initial COVID-19 vaccinations. Attendees will hear how these entities recruited communities to participate in vaccination efforts. Also discussed will be the “what next” of vaccination efforts for these communities.

Breakout Session 4 – Creek View (Refreshments in Room) (Separate Building)

Mobility Management: A collaborative solution for a complex issue - Sherry McDonald, Ed. D., Administrative

Consultant II – The Mobility Management Certificate Program (MMCP) builds core strengths for community and health mobility management and is the first of its kind dedicated to case managers, community health workers, social workers, frontline workers, community activists and others. The self-directed training, developed by University of Missouri, School of Medicine and MU Extension, offers up to twelve weeks to complete 8 modules. The curriculum provides blended learning experiences that include asynchronous, on-demand videos, recorded presentations, web content, and experiential activities that foster understanding of the transportation resources and gaps that exist in the learner's local community. Facilitator: Sandra Morris

10:15 a.m. - 10:30 a.m. – Grand Ballroom Foyer

Break – Refreshments

10:30 A.M. - 12:00 P.M. – GENERAL SESSION

– Grand Ballroom A/B

“Where It Hurts: Telling The Rural Health Story” – Sarah Jane

Tribble, Senior Correspondent, Kaiser Health News – More than 130 rural hospitals have closed in the United States in the past decade – a record 19 in 2020 alone. Through her narrative podcast “Where It Hurts,” Tribble turns a spotlight on the people of one rural community where nuns opened a hospital during the town's pioneer days more than a century ago. The hospital grew when the town boomed and diminished as the town's population shrank, eventually closing and leaving the people left behind asking, “What's next? Locals lost health care. Workers lost well-paying jobs. The town's sense of identity wavered. Tribble, who grew up in southeastern Kansas, taps her own personal connection to chronicle how people's lives change and – in some cases worsen – as the health system evolves. Join Tribble as she talks about the Where It Hurts journey, and offers hope and lessons learned from the people whose lives were most affected by the hospital closing.

**CONFERENCE ADJOURNS - THANK YOU FOR YOUR
SUPPORT AND PRESENCE. SAFE TRAVELS!!**