

# AGENDA



## MISSOURI RURAL HEALTH CONFERENCE

### DAY ONE TUESDAY, SEPT 16TH

**9 AM** Exhibitor check-in and set-up

**10 AM** Registration opens

**10 AM – 2:30 PM** Exhibitor Booths Open  
*Water, Coffee, Tea, and Granola Bars are available in the Hearth Room throughout the conference*

**11 AM** Welcome – Opening Session  
Heidi Lucas MPA, Missouri Rural Health Association  
(Grand Ball Room)

**11:10 – 12 PM** General Session  
**2025 Rural Health Needs Assessment**  
Derek Landes MSW, Missouri Rural Health Association  
(Grand Ball Room)

**12 – 1 PM** General Session  
**How System Changes Impact Everyone**  
Jason Haglund, Rural Policy Partners  
(Grand Ball Room)

**1 – 2 PM** Lunch (*You are free to attend either lunch option*)

General Attendee Buffet Lunch  
(The Trophy Room)

RHC Luncheon – Q&A Forum Moderated by:  
Greg Weaver  
(Creek View Conference Room)

**2 – 2:30 PM** Drone Exhibit  
See firsthand how long-range drone technology is transforming healthcare delivery in rural Missouri and beyond.  
(The Cabana)

### 2:30 – 3:20 PM Breakout Sessions

**1. Early Detection, Better Outcomes:  
Advancing Cancer Prevention in Rural Missouri**

Jenny Carter DrPh, MPH, Exact Sciences and Kacey Kuda MSW, Gateway to Hope (Grand Ball Room)  
This session highlights innovative strategies to improve early cancer detection and reduce disparities in care across rural communities. The first segment will focus on colorectal cancer screening, exploring current guidelines, non-invasive screening options and resources to support health equity in underserved populations. The second segment will showcase Gateway to Hope's Breast Cancer Navigation Program, which offers person-centered case management, screening and treatment support, and financial assistance at no cost to clients.

**2. Introducing: The Causeway**

Libby Trammell LCSW, Missouri Rural Health Association (Hearth Room)  
Silos belong on farms, not in healthcare. Join Libby Trammell with the MRHA Causeway to explore how this innovative online platform can break down barriers across disciplines and geography. The Causeway is designed for healthcare professionals to ask and answer complex questions, share resources, and build meaningful professional networks. This breakout session will equip attendees with practical strategies for using the platform to solve real-world challenges, stay informed, and make daily work easier.



### 3. Mastering Medicare Preventive Services:

Accurate Billing for Value-Based Care  
Charles James MBA, North American Healthcare Management Services

*(Creek View Conference Room)*

Join President & CEO of North American HMS, for an in-depth session focused on properly documenting and reporting Medicare preventive services - an essential step for success in value-based care arrangements. The session also covers updates on reporting flu and pneumococcal immunizations, along with real-world claim examples. This session delivers practical tools to optimize compliance, reimbursement, and care quality.

### 3:30 – 4:20 PM Breakout Sessions

#### 1. Family Medicine Residency Programs

Melissa Tepe MD, MPH, Affinia Healthcare; and  
Misty Todd MD, Bothwell Regional Health Center

*(Grand Ball Room)*

Explore the challenges and successes involved in starting and running Family Medicine Residency programs from varied perspectives across different healthcare settings. This session will highlight strategies aimed at supporting physician development and improving retention across Missouri.

#### 2. Bridging Gaps in Dementia Care:

Connecting Families to Resources

Melissa Smith MSOT, OTR/L, Memory Care Home Solutions

*(Hearth Room)*

In this session, rural health professionals will learn how to connect families to free, evidence-based dementia services, reduce caregiver stress, and build dementia-capable systems of care. You'll walk away with practical tools, referral pathways, and insights to support individuals living with dementia in your community.

#### 3. Primary Care Health Home: PCHH for

Patient-Centered Medical Home

Jodi Woodruff Ph.D, Missouri Institute of Mental Health

*(Creek View Conference Room)*

### 4:30 – 5:20 PM General Session

#### Keynote

Brock Slabach MPH, National Rural Health Association

*(Grand Ball Room)*

### 5:30 – 7:00 PM Reception

Hosted by: Molina Healthcare

Entertainment by: The House Band

*(The Cabana)*

*Dinner on your own*

## DAY TWO WEDNESDAY, SEPT 17TH

### 8 – 9 AM Breakfast Buffet

*(The Trophy Room)*

### 8:30 AM – 12:00 PM Exhibitor Booths Open

*(Hearth Room)*

### 9:30 – 10:20 AM Breakout Sessions:

#### 1. Partnering with Local Health Departments to Improve the Health of Rural Missourians

Liz House MPH, Missouri Public Health Institute

*(Grand Ball Room)*

Strengthening partnerships with local public health agencies (LPHAs) can significantly expand your organization's ability to improve community health in rural Missouri. This session will explore how hospitals, clinics, FQHCs, frontline workers, and community organizations can collaborate with LPHAs to create a sustainable impact. Learn about the role of LPHAs, the benefits and types of partnerships, and hear real-world examples of successful collaborations across the state. You'll also walk away with practical tools, strategies for overcoming common challenges, and a clear roadmap to start or strengthen partnerships that improve access to care and drive lasting change.

#### 2. Leveraging AI in Healthcare

Kayur Patel MD, FACP, FAAPL, FACHE, FACEP

*(Hearth Room)*

As artificial intelligence rapidly transforms the healthcare landscape, clinical leaders must be equipped to harness its potential responsibly and effectively. This session will explore the evolving role of AI in clinical decision-making, operational efficiency, and patient safety. Attendees will gain practical insights into AI applications, strategies for integration, ethical considerations around data use, and how to build multidisciplinary teams to support successful implementation aligned with their organization's mission and goals.

### 3. **Optimizing Revenue Cycle Management:**

Designing KPI Dashboards

Amy Graham MBA, Stroudwater  
(*Creek View Conference Room*)

Explore how rural healthcare providers can design and implement effective KPI Dashboards to optimize revenue cycle management. Attendees will learn how to define key performance indicators, ensure data accuracy, and use dashboards to identify areas for improvement and drive financial and operational efficiency. This session will equip hospital and clinic leaders with the tools they need to make data-driven decisions that strengthen the financial health of their organizations.

#### 10:30 – 11:20 AM Breakout Sessions

#### 1. **Building Capacity-Optimized Communications Teams and Strategies**

Aaliyah Bailey MHA and Clay Connor Elmore,  
The Center on Rural Parenting  
(*Grand Ball Room*)

This session is for rural programs and community-based organizations looking to build smarter, mission-aligned communications strategies without needing a large team. Learn how to design communications plans, clarify your message, and prioritize high-impact activities that resonate with your audience. Presenters from The Center on Rural Parenting will also introduce practical community management strategies to help you strengthen engagement, increase visibility, and grow sustainably.

#### 2. **Navigating Change: What Rural Providers Need to Know**

Brandon Hall JD, Husch Blackwell; and  
Scott Gold CPA, Forvis Mazar  
(*Creek View Conference Room*)

This session will provide timely updates on policy, regulatory, and reimbursement changes. Designed for rural health systems, clinics,

and providers, this session, co-presented by legal and financial experts, will break down what's new, what's coming, and what your organization needs to know to stay compliant and sustainable.

#### 3. **Value-Based Care:** Where to Start, Where We're Going, and the Why

Kristen Ogden RN, The Compliance Team  
(*Creek View Conference Room*)

Value-Based Care (VBC): It's the future of sustainable, patient-centered healthcare. In this session, Kristen Ogden, Director of Quality Improvement at The Compliance Team, will share real-world insights into how the Patient-Centered Medical Home (PCMH) model jumpstarted her organization's VBC journey. Attendees will walk away with a better understanding of how VBC improves outcomes, satisfaction, and reimbursement. Ideal for clinic administrators, care coordinators, and quality staff.

**11:20 – 11:50 PM** Last chance to visit exhibitors!

#### **12:00 – 1:00 PM Rural Health Excellence Award Luncheon**

Hosted by: The Missouri DHSS Office of Rural Health  
(*Grand Ball Room*)

#### **1:00 – 2:00 PM** General Session

Missouri Health Policy Panel Moderated by Heidi Lucas  
(*Grand Ball Room*)

#### **2:00 – 2:30 PM** Wrap up and door prizes

(*Grand Ball Room*)

#### **2:30** Conference ends

See you next year!

