

September 17 and 18 Conference Program

Thursday, September 17, 2009

7:30-8:30 A.M. Registration (Coffee and Rolls provided) Pre-Function

8:30 A.M. WELCOME AND INTRODUCTIONS Ballroom II
Kim Engel, 2009 President, Nebraska Rural Health Association
Dennis Berens, NRHA President Elect
NeRHA Membership Report, John Roberts, Executive Director

9:00 A.M. General Session Ballroom II
Latest Developments in Health Reform
Keith Mueller, Nebraska Rural Research Center, University of
Nebraska Medical Center, Omaha, NE

Participants will learn of the progress (or lack thereof) in enacting comprehensive health reform policy in the U.S. by the end of 2009. They will know of specific elements of reform that affect rural areas, such as payment to hospitals, how to access insurance coverage, new programs in preventive medicine, and plans to meet future needs for health professionals.

10:00 A.M. Break Exhibit Area, Ballroom I

10:30 A.M. General Session Ballroom II
Why Not You?? Let Courage be your Guide
Mark Scott, Principal Innovator, Starizon, Inc, Keystone, CO

Mark energetically relates the compelling story of the evolution of a rural hospital in Oregon, Mid-Columbia Medical Center, and links the key elements of his journey to co-author Leland Kaiser's principles of courage and leadership. This dynamic and inspiring talk is framed around the five key principles of the book and examined through the eyes of explorers of the past who lived that principle. Listen to Mark speak about the discoveries made by Lewis and Clark, those he made at Mid-Columbia, and Dr. Leland Kaiser's ideas on discovery in the context of the greater good.

11:30 A.M. Excellence in Rural Health Awards Ballroom II

Each year the Nebraska Rural Health Association honors individuals or organizations that have made notable contributions to rural health, or the

healthcare delivery system in Nebraska. Help us honor these leaders who are instrumental in improving rural health in our state.

12:00 P.M. Lunch Exhibit Area, Ballroom I

1:30 P.M. Concurrent Sessions

***1. The Nebraska Statewide Telehealth Network: Issues of Importance to Rural Health Providers* Ballroom II**

Laura Meyers, DKG Consultants, Inc, Kearney, NE

Participants will gain a better understanding of Nebraska's Statewide Telehealth Network and the new strategic plan that has been developed including, new technology applications and services, future growth opportunities and legislative/regulatory issues affecting telehealth across the nation and the potential impact on Nebraska.

The Nebraska Telehealth Network provides increased access to care for patients who live in rural communities, many of which are a great distance from the nearest specialist. In addition, the Network allows providers to have access to education and administrative meetings without the expense and time commitment of travel. Finally, the Network serves as a source of communication for in the event of a disaster or public health emergency.

***2. Strengths Based Leadership: Leveraging Talent for Organizational Outcomes* Room F**

Laurie K. Baedke, FACHE, CMPE, President, LIFEworks Leadership, Blair, NE

During this session, we will examine real-life case studies that show how hospitals and healthcare organizations have driven growth by focusing on the talent construct of their employees and departments. The program provides leaders with knowledge and strategies to create, implement, and sustain a high-performance culture, wherein they teach all employees to identify, deploy, and develop their strengths, and whereby they design and build each role in the organization to create top performance capacity.

Additionally, leaders will develop an understanding of their own individual talents and strengths and how to apply them to increase leadership impact, gain a deeper understanding of how various talent themes drive performance, and how to connect personal and organizational objectives, achieve an increased awareness of a strengths-based approach to understanding, managing, and leading others, and acquire strategies to increase their team or organization's performance and engagement.

***3. Healthcare through the Eyes of a Nebraska Legislator* Rooms D-E**

Senator Mike Gloor, Nebraska State Senator, Nebraska Unicameral, Lincoln, NE

The Participants of this session will gain knowledge about a bill passed by the 2009 Nebraska Legislature. LB 396 will create a pilot program, using family physicians, as medical homes for Medicaid patients. This approach also includes guidance, education, monitoring and even technology to enable the patient to help manage some of their own health care needs. This Medical Home model has saved money and provided better and more accessible health care in similar programs across the country. See how this legislation will impact rural Nebraska.

2:30 P.M. Break Exhibit Area, Ballroom I

3:00 P.M. General Session Ballroom II

Creating an Optimal Healing Environment, the New Frontier

Todd C. Linden, President and CEO, Grinnell Regional Medical Center, Grinnell, IA

Creating an Optimal Healing Environment is important to both the wellbeing of the patient and staff alike. Looking across the whole continuum of building a culture of healing, this session will review topics such as, patient centered care, employee culture and attitude, healthy lifestyles and workplaces, patient satisfaction and physical architecture.

There will be a special focus on the impact of stress both in the workplace and with our patients and the community as a whole. Participants will learn the latest research demonstrating the impact of stress on health, well-being, cognitive function, and the progression of disease. Let will also learn the impact of effective stress reduction programs, through case studies, on:

- Health improvement
- Leadership effectiveness
- Productivity
- Staff retention
- Health care cost reduction
- Revenue generation

4:30 P.M. Concurrent Sessions

***1. Improving the Quality of Healthcare through Health IT: Nebraska's eHealth Plan* Ballroom II**

Anne Byers, Community IT Manager, Nebraska Information Technology Commission, Lincoln, NE

Health IT can improve the quality of care and expand access to care. Participants will learn about the State of Nebraska's eHealth plan, the state's plan for stimulus funding for health information technology, how the state plan can support your efforts to adopt health IT and to exchange health information, and how to get involved.

2. EMS - The Rural Nebraska Regional Ambulance Network – Partners for Better Rural Health Room F

Julie Smith, RN, BSN, MHA, Rural Nebraska Regional, Ambulance Network, Kearney, NE

Dale Gibbs, Director of Outreach and Telehealth Services, Good Samaritan Hospital, Kearney, NE

The Rural Nebraska Regional Ambulance Network covers 50 of Nebraska's 93 counties, a population of 377,350 and 70% of the land mass of the State. The participants will have a better understanding of the RNRAN and the importance of partnerships and sharing of resources. The participants will be informed of unique opportunities to utilize technology to share information and keep Partners informed in rural and remote areas.

3. Overview of the Health Workforce Information Center Rooms D and E

Mary Reinertson-Sand, Information Specialist, University of North Dakota Center for Rural Health, Health Workforce Information, Grand Forks, ND

This session will present an overview of Health Workforce Information Center – newly created in October of 2008. It provides free access to the most recent resources on the nation's health workforce including health workforce programs and funding sources; workforce data, research and policy; educational opportunities and models; best practices; and related news and events, also available through e-mail updates.

5:30 P.M. Reception with Cash Bar Exhibit Area, Ballroom I

6:30 P.M. Adjourned

Friday, September 18, 2009

7:30 A.M. Breakfast Roundtable Discussions Rooms D, E, F
Get your breakfast and choose a roundtable group discussion

1. Rural Mental Health

This roundtable will focus on ideas to improve community-based behavioral health services and increasing the number of behavioral health professionals including providing training to these professionals in evidence-based practice and

alternatives delivery methods, including utilizing existing infrastructure and telehealth services resulting in an expanded outreach in rural areas of Nebraska.

2. State Healthcare Reform

This roundtable will focus on the availability and affordability of health care. Discussions will include recommendations for a comprehensive plan which would include such things as; the provision of health insurance to all residents of Nebraska, encouraging healthy lifestyles among Nebraskans, encouraging health care providers to practice in underserved areas, reducing unnecessary health costs, promoting patient safety, and establishing a statewide health information system.

3. Rural Health Workforce Shortages

One of the most pressing and costly issues facing healthcare facilities is the recruitment and retention of staff, particularly in primary and specialty care areas. There's no indication that this will be a short-term problem – all signs point to this shortage as being more severe and persistent than any past shortage. This roundtable will focus on ideas to help with the workforce shortages in the State of Nebraska. No matter if it is changes to current programs or ideas for new ones – we want your input!

8:45 A.M.

General Session Ballroom II

The National Rural Health Perspective

Alan Morgan, CEO, National Rural Health Association, Washington, D.C.

Be among the first to hear the latest from Washington, DC on the rural health agenda with a new Administration and Congress. Don't miss this opportunity to understand the proposals and policies that will directly influence your rural community. This session will give an overview of the rural health landscape, and what actions they can take now to participate in the rural policy development.

9:45 A.M.

Break

10:00 A.M.

General Session Ballroom II

Update with Nebraska Senators

In this session we will receive an update from Nebraska State Senators. The goal of this session is to have an opportunity to address current public policy issues related to rural healthcare and what public policy is needed as we look to the future of improving access to quality healthcare in rural Nebraska.

11:00 A.M.

General Session Ballroom II

The Future and Potential of HIT in Rural America

Tim Size, Executive Director, Rural Wisconsin Health Cooperative, Sauk City, WI

In this session participants will learn about the HIT sections of ARRA and how they will impact rural providers; some of the general challenges and benefits of HIT, especially as it relates to rural hospitals. This session will also cover how rural collaboration around IT has worked at RWHC and RWHC ITN, including key collaboration success factors; and what every rural hospital should be doing right now to prepare for HIT implementation and meet ARRA requirements.

12:00 P.M. Adjourned