

36th Annual Arizona Rural Health

“Coming Out of the Recession Stronger and Healthier: Opportunities, Solutions and Collaborations”



August 3-4, 2009

The High Country Conference Center
at Northern Arizona University

Flagstaff, Arizona



Mel and Enid Zuckerman
College of Public Health

RURAL HEALTH OFFICE

Alan Morgan, CEO
National Rural Health Association
will deliver the
Bruce Gulledge Memorial Lecture



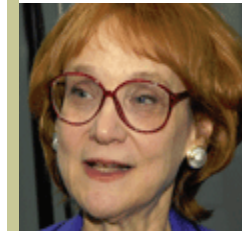
Alan Morgan has been with the National Rural Health Association since 2001 and was appointed Chief Executive Officer in September 2005. Mr. Morgan served as staff for former US Congressman Dick Nichols and former Kansas Governor Mike Hayden. Additionally, his experience includes tenures with the American Society of Clinical Pathologists and with the Heart Rhythm Society where he established a Washington, DC based government affairs office. Prior to joining NRHA, he served as manager of government relations for VHA Inc. Mr. Morgan's health policy articles have been published in: *The Journal of Rural Health*, *The Journal of Cardiovascular Management*, *The Journal of Pacing and Clinical Electrophysiology*, *Cardiac Electrophysiology Review*, and in *Laboratory Medicine*. In 2004, he was recognized by "The Hill" newspaper as being among the top sector specific lobbyists in Washington, DC. He holds a bachelor's degree in journalism from University of Kansas and a master's degree in public administration from George Mason University.

Presentation Description

The isolation of living in remote rural areas impedes the capacity of rural Americans to lead normal, healthy lives. This presentation will cover National Rural Health Association's approaches to current policy issues that impact health care delivery.

Mr. Morgan will discuss current rural health policy challenges, particularly focusing on health care delivery disparities between rural and urban systems, rural health facilities financing, and health care reform.

Dena Puskin, Sc.D
Director of the Office of Advancement
for TeleHealth, HRSA
will deliver the
Andrew W. Nichols
Rural and Border Health Policy Lecture



Dena Puskin, Sc.D, is the Director of the Office for the Advancement of Telehealth in the Health Resources and Services Administration. Prior to her current position, Dr. Puskin served as the Acting Director of the Federal Office of Rural Health Policy (ORHP). Dr.

Puskin has assumed many leadership positions within and outside of government on health technology issues, rural health, and health care reform. Prior to joining ORHP in 1988, Dr. Puskin was a senior analyst at Congress's Prospective Payment Assessment Commission, where she developed the model for annual updates of Medicare payment rates to hospitals and worked on numerous economic issues related to rural hospitals and specialized hospitals in the U.S. (psychiatric, rehabilitation, and chronic disease hospitals).

Dr. Puskin currently chairs the Joint Working Group on Telemedicine, a staff-level interagency committee to facilitate federal staff collaboration on promoting cost-effective telemedicine initiatives. She also is on the Board of the American Telemedicine Association. Over her 20-year Federal career, Dr. Puskin has spent considerable time educating the public through presentations in national forums and writing academic papers and reports on telehealth, rural health, and health care financing issues. In addition, she has served on volunteer boards addressing child care and elder care issues. Dr. Puskin received her Sc.D. degree in Health Policy and Research from Johns Hopkins University, a M.S. degree in Community Medicine from the University of Rochester, School of Medicine and Dentistry, and B.A. and M.A. degrees in Biology from Boston University.

LECTURES

Andrew W. Nichols Rural and Border Health Policy Lecture

Andrew W. Nichols, MD, MPH, or Andy as we all know him, was the ideal embodiment of the citizen legislator, combining his medical and public health knowledge with political savvy and persistence to improve health in the State of Arizona, national, and internationally at the U.S. - Mexico Border. The Andrew W. Nichols Initiative for Rural and Border Health in the Mel and Enid Zuckerman College of Public Health is designed to perpetuate Andy's work in rural health and border health policy.

Bruce Gulledge Memorial Lecture**Supported by the Arizona Health Facilities Authority, Inc.**

Bruce Gulledge was a lifelong Arizona resident and graduated from Arizona State University with a degree in Finance. He was an underwriter/financial advisor to municipalities and corporate issuers for more than 30 years. Beginning in 1982, Bruce focused his attention on healthcare financing with national and regional investment banking firms. Bruce represented the Capital Markets Group at Peacock Hislop for more than 15 years. As a senior investment banker, he assisted healthcare facilities in 16 states to acquire more than \$2.5 billion in capital financing. These included hospital turnarounds, rated and non-rated transactions, acute and long-term care facilities, and Department of Housing and Urban Development (HUD) guaranteed programs. Bruce served on both state and national healthcare task force committees and was a past member of the Federation of Financial Analysts. As part of the Healthcare Financial Study Group located in Washington, D.C., he served on the committee for "Capital Cost Under the Medicare Prospective Payment System." In the mid-eighties, Bruce Gulledge's committee co-authored a report entitled "Alternatives for the Treatment of Capital Costs in Perspective Payment".

Mr. Gulledge was appointed to the board of the Arizona Health Facilities Authority in 1998 and served as its Chair from 2004-2006. During this time, he was instrumental in focusing the Authority's attention and resources on rural and fiscally challenged Arizona hospitals. As both an investment banker and board member, Bruce worked diligently to assist White Mountain Regional Medical Center, Southeast Arizona Medical Center, Casa Grande Regional Medical Center, Copper Queen Community Hospital and Wickenburg Community Hospital access capital markets and provide services to vulnerable underserved populations.

Bruce passed away April 21, 2006, after a brief illness. He was a dedicated and beloved member of the Authority's Board of Directors. The Authority is honored to recognize and support our friend and colleague's dedication to rural healthcare financing.

ABOUT THE CONFERENCE

The 36th Annual Arizona Rural Health Conference provides an environment for networking and disseminating information among professionals and community members for rural Arizona. Participants attending this year's conference will be able to:

- Identify the impact of the economic downturn on the health, wealth and wellness of rural communities: How is demand for services changing and how do we ensure access to services?
- Discuss the potential impacts anticipated from the stimulus package on a broad range of rural health and community services.
- Gain strategies to increase health promotion and prevention through new partnerships, service integration and collaboration with community.
- Share efforts and novel approaches to promoting health and providing services in rural and tribal populations.
- Discuss what the challenges and opportunities are for the health workforce and how workplaces and communities are meeting these challenges.
- Learn about initiatives to strengthen Arizona's rural health technology infrastructure and improve health and service outcomes.

AUDIENCE

This conference is designed for anyone interested in rural, public and tribal health. The audience includes many branches of the health sector representing community health; environmental and behavioral health; service providers; hospital and clinic administrators; health policy; students; and academic institutions holding an interest in rural, public and tribal health.

GENERAL SESSION TOPICS AND PRESENTERS

HEALTH INFORMATION TECHNOLOGY

Holly Miller, MD, MBA, FHIMSS is the principle of Miller Health Information Technology Solutions. She was formerly a Vice President and the Chief Medical Information Officer of University Hospitals and Health Systems, a community-based system with more than 150 locations, seven wholly-owned and four affiliated hospitals throughout Northern Ohio. In this role, she was the senior clinical executive for information systems and technology responsible for the leadership and vision for the strategic planning, operations, integration and implementation of information systems and services at UH. Prior to joining UH, she worked as a health information technology Managing Director for the Cleveland Clinic. With more than 10 years of healthcare IT (HIT) experience, Dr. Miller is a frequent presenter at national meetings on HIT and PHRs, and is active in healthcare informatics research. As a member of HIMSS since 1999, Dr. Miller is on the HIMSS Board of Directors for a three year term beginning in 2008. She previously served on the Public Programs Implementation Taskforce, and the Health Care Practice Taskforce of the National Governor's Association State Alliance for e-Health. In Ohio she has been appointed to serve on the Ohio Health Information Partnership Advisory Board, by Governor Ted Strickland; and the Department of Insurance Advisory Committee on Eligibility and Real Time Claim Adjudication. She was a member of the CCHIT PHR Advisory Task Force. Dr Miller co-chaired the 2008 HIMSS HIT Advocacy Week in Washington, DC. In 2007 she was selected as one of the 50 Most Powerful Physician Executives by Modern Physician Magazine in 2007. She is the lead author on a book about PHRs titled, *Personal Health Records, The Essential Missing Element in 21st Century Healthcare*, published in 2009.

TRIBAL RECESSION, HEALTH DISPARITIES AND TRIBAL RELATIONSHIPS

Vice Chairman David Reede, San Carlos Apache Tribe, is a life-long resident of the Gilson Wash District of San Carlos, where he resides with his wife Nadine and their four children Taveah, Xavier, Zachery, and Xanthus and one grandson. Mr. Reede has worked to improve the lives of Apache people for many years. His experience includes the direction of three programs within the San Carlos Apache Tribe. These programs include the Recreation Department, the Alcohol and Substance Abuse Program and the Wellness Center. In the fall of 2005, he was elected into the San Carlos Apache Tribal Government as a Councilman for the Gilson Wash District. His primary focus in the district was economic development. After only one term as a councilman, Mr. Reede was elected to serve as the tribal Vice Chairman in 2006. Mr. Reede is a graduate of Northern Arizona University (NAU) with a Baccalaureate Degree in Education. Mr. Reede is also a graduate of the Central Arizona College Police Academy. He has recently reconnected with his Alma Mater, NAU, to pursue a Graduate Degree. He is an active member of the San Carlos School Board and the Centers for Medicare and Medicaid Tribal Technical Advisory Group. Mr. Reede is a recipient of the prestigious Indian Health Service Healthy Nations Fellowship.

HEALTH REFORM

Beth K. Lazare, Policy Advisor, Health and Human Services Office of Governor Janice Brewer. Ms. Lazare has worked as a Management Consultant in the Phoenix office of Navigant Consulting, where she assisted numerous clients with Medicaid and other healthcare projects. Her projects included assessing the adequacy and appropriateness of Title XIX reimbursement rates for service providers, conducting program evaluations, assisting with procurement and re-procurement of contractors for a range of healthcare program types as well as analyzing Medicaid cost containment and health reform issues across the country. Prior to her work in the private sector, Ms. Lazare served on the research staff of the Arizona Senate. She was the Legislative Research Analyst for the Health Committee for three years, the last year of which she was also the Research Staff Assistant Director. As Assistant Director, she was responsible for all operations of the research staff and for conducting comprehensive public policy research and analysis. She advised senators on health and policy issues including Medicaid, health insurance, small business health coverage, regulatory policy and health care finance and reform issues. She was also responsible for tracking and analyzing proposed legislation and for monitoring federal legislation and policy to determine the impact on state programs. Ms. Lazare also served as Senior Fiscal Analyst for the Joint Legislative Budget Committee of the Arizona Legislature, advising legislators on fiscal and policy issues including Medicaid, long-term care, children's health coverage, prescription drug issues, state employee health insurance, public health programs and health care regulations. Ms. Lazare earned her Bachelor of Arts degree with High Distinction in Government from the University of Virginia. She went on to earn her Masters in Public Affairs with a concentration in health policy from the University of Wisconsin-Madison.

WORKFORCE AND WORKPLACE SOLUTIONS

Dr. L. Gary Hart is Director for the Rural Health Office (RHO) at the Mel and Enid Zuckerman College of Public Health, The University of Arizona. He has served as Director of the Rural Health Office since July 2007. Dr. Hart earned his bachelor's and master's degrees from the University of Utah and his doctorate in medical geography from the University of Washington. As a part of his Ph.D. work Dr. Hart completed a doctoral opportunities program from the University of Washington's Department of Health Services. In 1995, Dr. Hart was awarded the National Rural Health Association's Distinguished Researcher award. He brings three decades of experience in rural health to Arizona after working at the University of Washington where he headed the Rural Health Research Center, serving the states of Washington, Wyoming, Alaska, Montana and Idaho (WWAMI). He also served as a Professor at the University of Washington's Department of Family Medicine for 20 years, and was the Director of the University's Center for Health Workforce Studies. As Director of the RHO, Dr. Hart works to address Arizona's changing rural environments by identifying and researching rural health issues, population growth patterns which include increasing demands for health care professionals, new health care facilities, additional housing, transportation, community infrastructure, analyzing health policy, and advocating for rural concerns.

CONFERENCE AGENDA

MONDAY, August 3	Track 1: HEALTH INFORMATION TECHNOLOGY Track 2: HEALTH REFORM Track 3: WORKFORCE AND WORKPLACE SOLUTIONS
8:00 – 10:00	PRE-CONFERENCE SESSIONS <ul style="list-style-type: none"> Everything Rural Providers Need to Know About HIV/STD But Were Afraid to Ask How to do a Behavioral Health Screening
8:30 – 10:00	Visit with Exhibitors
10:00 - 10:15	Welcome & Opening <ul style="list-style-type: none"> L. Gary Hart, Director, Rural Health Office, The University of Arizona Mel and Enid Zuckerman College of Public Health Representative of the Arizona Rural Health Association Board
10:15 – 11:30	BRUCE GULLEDGE MEMORIAL LECTURE Alan Morgan, CEO, National Rural Health Association
11:30 – 12:30	LUNCH AND GENERAL SESSION: Health Reform Beth Kohler Lazare, Policy Advisor, Health and Human Services, Office of Governor Janice Brewer
12:45 – 2:00	GENERAL SESSION: HEALTH INFORMATION TECHNOLOGY Holly Miller, MD, MBA, FHIMSS, Principle, Miller Health Information Technology Solutions
2:00 – 2:20	Visit with Exhibitors/Door Prize Drawings
2:20 – 3:20	CONCURRENT SESSIONS Track 1: <i>Electronic Personal Health Records: A Primer for Rural Health Professionals</i> Track 2: <i>Policy & Advocacy Strategies</i> Track 3: <i>Faces From the Frontline</i>
3:30 – 4:30	GENERAL SESSION: Tribal Recession, Health Disparities and Tribal Relationships Honorable David Reede, Vice Chairman, San Carlos Apache Tribe
4:35 – 5:35	CONCURRENT SESSIONS Track 1: <i>Arizona's Rural Health Information Exchange Initiatives</i> Track 2: <i>Better Coordination of Efforts Incorporating Lean Designs</i> Track 3: <i>"Good to Great" - Improving Health Outcomes for Rural Underserved Arizona Women</i>
5:35 – 6:30	Reception: Meet the Vendors/Door Prize Drawings/ Networking Opportunities

TUESDAY, August 4	Track 1: HEALTH INFORMATION TECHNOLOGY Track 2: HEALTH REFORM Track 3: WORKFORCE AND WORKPLACE SOLUTIONS
7:30 am	Continental Breakfast/Visit with Exhibitors & Door Prize Drawings
8:00 - 9:15	GENERAL SESSION: WORKFORCE/WORKPLACE SOLUTIONS L. Gary Hart, PhD, Director, Rural Health Office, The University of Arizona Mel and Enid Zuckerman College of Public Health
9:15 – 10:30	Andrew W. Nichols Rural and Border Health Policy Lecture Dena Puskin, Sc.D, Director of the Office for the Advancement in Telehealth, HRSA
10:30 – 11:00	Break / Visit with Exhibitors/ Door Prize drawings *Close of election for AzRHA board members
11:00 – 12:00	CONCURRENT SESSIONS Track 1: <i>Arizona's Approach to HIT Federal Stimulus</i> Track 2: <i>Sustainability Model for Diabetes in Rural Arizona</i> Track 3: <i>Tips and Tactics for Tough Times: Strengthening Programs and Partnerships</i>
12:00 – 1:00	Luncheon Annual Rural Health Services Awards / Announce new AzRHA Board Members
1:00 – 1:15	Visit with Exhibitors/Door Prize Drawings
1:15– 2:15	GENERAL SESSION: Investing in Our Workforce
2:15 – 2:30	Wrap up and Closing Remarks to the Conference L. Gary Hart, PhD
2:30 - 5:30	Special Grants Technical Assistance Workshop Representatives from the Health Resources and Services Administration, Office of Rural Health Policy will present this workshop to inform tribes and Native American advocates about upcoming community-based grant opportunities and to increase local capacity to access these funds.

WORKSHOP SESSION DESCRIPTIONS AND PRESENTERS

For a description of the workshop sessions visit our website and follow the links:
<http://www.rho.arizona.eduEvents/2008rhc/2009rhc.aspx>

PRE CONFERENCE WORKSHOPS

The pre-conference workshops are scheduled Monday, August 3 from 8:00– 10:00 AM. Space is limited to 25 people per workshop. There is no charge to attend the pre-conference workshop. However, you must complete the registration form included in this brochure and submit by July 21, 2009.

Everything Rural Providers Need to Know About HIV/STD but Were Afraid to Ask

Participants will be able to: 1. Discuss epidemiology of HIV/STD in AZ 2. Describe current clinical issues in HIV/STD care 3. Explain new HIV and STD laws in AZ 4. Explain role of HIV rapid testing, per CDC recommendations 5. Describe role of risk assessment and harm reduction.

Presenters:

Jennifer Vanderleest, MD, MSPH, Clinical Assistant Professor;
Carol Q. Galper, EdD, CHES, Assistant Dean for Medical Students Education, Office of Medical Student Education, Assistant Professor, P.I. Arizona AIDS Education and Training Center;
Family and Community Medicine, The University of Arizona College of Medicine

How to Do a Behavioral Health Screening

This presentation will provide health care providers a module that has a few questions to determine if a more comprehensive assessment is needed and help them determine what that next assessment should be and how to refer for services. Presenters to be determined.

ARIZONA RURAL HEALTH ASSOCIATION

BOARD OF DIRECTORS NOMINATIONS

The AzRHA is accepting nominations from people interested in serving a 3-year term beginning August 3, 2009. The Board is responsible for conducting the business of the Association. Nominations are due by Friday, July 17, 2009. Voting will take place at the conference and winners will be announced Tuesday, August 4. The current board composition of the Rural Health Association is 20 members representing hospitals, community health centers, Indian health care, behavioral health, oral health, health professions education, public health, health care administration and public policy.

Questions can be directed to Alison Hughes at 520/626-6253; email: ahughes@u.arizona.edu OR Dana Johnson at dsjohnsonseabhs@aol.com. Access the form at <http://www.rho.arizona.edu/Events/2008rhc/2009rhc.aspx>.

ARIZONA RURAL HEALTH ACHIEVEMENT AWARDS

These awards honor outstanding rural health programs, professionals, volunteers and legislator achievements. The 2009 honorees will be recognized at the Arizona Rural Health Conference Awards Luncheon on Tuesday, August 4. Nominations should be submitted by Friday, July 17, 2009. Contact Suzanne Barker at suzanne.barker@bannerhealth.com OR Dana Johnson at dsjohnsonseabhs@aol.com with any questions. Access the form and criteria at <http://www.rho.arizona.edu/Events/2008rhc/2009rhc.aspx>.

EXHIBIT OPPORTUNITIES

This is a great opportunity to exhibit your products, programs or services at the conference. Exhibitors provide a major part of our attendees solutions and contacts for their organization. Conference attendees are encouraged to visit the exhibits throughout the conference. The exhibit fees are reasonably priced at \$225 for non-profit and \$325 for-profit organizations and include several benefits.

CONTACT

Rebecca Ruiz at 520/626-2243 or raruiz@email.arizona.edu for questions regarding the conference.

To learn more about sponsorship and exhibit opportunities go to: <http://www.rho.arizona.edu/Events/2009RHC/2009SponsorsExhibitors.aspx>.

SPONSORSHIP OPPORTUNITIES

The conference depends on support of financial donations to maintain a low registration fee which includes attending all sessions, meals and conference materials supporting students to present a poster and offering presenters a registration discount. Past conferences have attracted anywhere from 130 - 215 participants.

CONFERENCE PRIMARY SPONSORS



Mel and Enid Zuckerman
College of Public Health

RURAL HEALTH OFFICE



LOCATION AND ACCOMMODATIONS

The conference will be at The High Country Conference Center at Northern Arizona University located at 201 W. Butler Avenue in Flagstaff, Arizona. The High Country Conference Center is surrounded by a refreshing ponderosa pine forest located on the historic north end of the campus.

The Drury Inn & Suites is located directly across the conference center at 300 S. Milton Road in Flagstaff, Arizona. The Drury Inn has rooms blocked for our group at the rate of \$114.99 plus tax for King or Queen Bed Deluxe. The block expires July 17, 2009 after that date rooms will be based on availability and rate. To make your room reservation call 928/773-4900 or 800/325-0720 and identify yourself with the Arizona Rural Health Conference.

- Amenities include:
- Hot breakfast
- New Free Long Distance Calls (limitations apply)
- Evening Beverages and Snacks
- High-Speed Internet
- Well-lit On-Site Parking
- Indoor Pool and Whirlpool

MAIL REGISTRATION FORM AND PAYMENT

Make check payable to **The University of Arizona.**

Send registration form and payment to:

Rebecca Ruiz
 Rural Health Office, The University of Arizona MEZCOPH
 1295 N. Martin, P.O. Box 245177
 Tucson, AZ 85724-5177

Cancellation Policy: Cancellations must be made in writing by July 17, 2009 to Rebecca Ruiz by fax 520/626-3101 or email raruiz@email.arizona.edu for a full refund. Refunds will not be available after the Friday, July 17 deadline.

Contact Rebecca Ruiz with any questions at 520/626-2243 or raruiz@email.arizona.edu.

REGISTRATION FORM

Full & Group registration fees include handouts, one-year membership in the AzRHA, all sessions and meals offered at the conference on August 3 & 4. Meals for both days include two continental breakfast, two lunches, one reception, all-day refreshments and afternoon breaks.

ON-LINE REGISTRATION & PAYMENT

Credit card payment accepted by registering on-line only. However, you can still register on line at <http://www.rho.arizona.eduEvents/2008rhc/2009rhc.aspx> if you are paying by check, purchase order or University IDB or may complete the registration form below and submit with payment.

First Name _____ Last Name: _____
 Title: _____
 Agency: _____
 Address: _____
 City, State, Zip Code: _____
 Email: _____ Phone: _____

FULL REGISTRATION OPTIONS:	
<input type="checkbox"/> Full Registration - Early-bird (until Friday, July 10)	\$230.00
<input type="checkbox"/> Full Registration - (Saturday, July 11 –On-Site)	\$250.00
<input type="checkbox"/> Group Registration - Early-bird until July 10 (\$220 per person for groups of three or more.)	\$220.00
<input type="checkbox"/> Group Registration (Monday, July 11 to On-Site) \$240 per person for groups of three or more.	\$240.00
<input type="checkbox"/> Full Registration for Exhibitors (Does not include AzRHA membership)	\$150.00
<input type="checkbox"/> Student (full registration)	\$150.00

DAILY REGISTRATION FEES	
Check one day only	
Monday, August 3	
<input type="checkbox"/> Students	\$80.00
<input type="checkbox"/> All Others	\$130.00
Tuesday, August 4	
<input type="checkbox"/> Students	\$70.00
<input type="checkbox"/> All Others	\$100.00

PRE-CONFERENCE WORKSHOPS: There is no charge but you must complete the registration form.
<input type="checkbox"/> How to Do a Behavioral Health Screening
<input type="checkbox"/> Everything Rural Providers Need to Know about HIV/STD but Were Afraid to Ask