

35th Annual Arizona Rural Health Conference

Building Stronger and Healthier Rural Communities



COMMUNITY
HEALTH

HOSPITALS &
CLINICS

WORKFORCE
DEVELOPMENT

August 4 & 5, 2008

The High Country Conference Center
at Northern Arizona University
Flagstaff, Arizona

ABOUT THE CONFERENCE

The longest running rural health conference in the nation, the Annual Arizona Rural Health Conference provides an environment for networking and disseminating information among professionals and community members for rural Arizona and the southwest. Primary sponsors of the conference are the Rural Health Office at the University of Arizona Mel and Enid Zuckerman College of Public Health and the Arizona Rural Health Association, Inc.

INTENDED AUDIENCE

Conference attendees represent many branches of the health sector, including but not limited to service providers, public health, community health, health policy and education, and hospital and clinic administrators and providers.

CONFERENCE GOALS

The specific goals of the conference are to:

- Disseminate best practices to prompt thinking about ways to address health issues among diverse population groups and cultures.
- Identify workforce challenges and learn methods to increase retention and satisfaction.
- Identify questions and needs for further research, resources, or service development.
- Discuss barriers, challenges, and models for financing and planning for new health facilities.
- Sustain Arizona's rural health infrastructure by supporting activities that contribute toward quality improvement, patient safety, and performance improvement.
- Encourage further conversations and collaboration across all levels of health systems and the rural health infrastructure.



Mel and Enid Zuckerman
College of Public Health

RURAL HEALTH OFFICE

The Arizona Health Facilities Authority is Honored to Support the Inaugural Bruce Gulledge Lecture Series at the 35th Annual Arizona Rural Health Conference

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 financings 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." Bruce Gulledge's committee co-authored a report entitled "Alternatives for the Treatment of Capital Costs in Prospective Payment" in the mid-eighties.

He was appointed to the Board of the Arizona Health Facilities Authority in 1998 and served as its Chair from 2004-2006. During this time Bruce 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.

**Ann Roggenbuck, MPH, MBA, PhD
CEO of North Country HealthCare**

Bruce Gulledge Memorial Lecturer

Monday, August 4 from 1:00 - 2:15



Ann Roggenbuck, MPH, MBA, PhD, is the founding CEO of North Country HealthCare which operates nine service sites throughout northern Arizona. She is a seasoned organizational leader having gleaned significant applied experience through her thirty year tenure in the healthcare industry. She also has a rich academic background which includes Masters' degrees in both Public Health and Business Administration along with a PhD in Business. Her doctoral research and current professional interests revolve around the role of personal development in successful organizational leadership. She has a rich background in political advocacy and has served in many state and national leadership roles. She currently serves as one of two Region IX representatives on the Board of Directors of the National Association of Community Health Centers and is a Past-President of the Board of Directors for the Arizona Association of Community Health Centers, Inc.

Dr. Roggenbuck grew up in Milbank, a small town on the South Dakota/Minnesota border. In her spare time she likes to read, hike, travel, and create colorful stained glass panels.

Dr. Roggenbuck's presentation is titled
"North Country Reaches New Heights in Healthcare through a
Capital Building Project"

This is a photograph of the new North Country HealthCare facility on Fourth Street in Flagstaff. It has doubled their capacity to offer affordable healthcare to the entire community. Photo courtesy of North Country HealthCare.





ANDREW W. NICHOLS RURAL AND BORDER HEALTH POLICY LECTURE

Andrew W. Nichols, MD, MPH, or Andy as we all knew 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, nationally, 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.

Donald L. Weaver, MD
Assistant Surgeon General, United States Public Health Service
Deputy Associate Administrator for Primary Health Care,
Health Resources and Services Administration
U.S. Department of Health and Human Services

Andrew W. Nichols Rural and Border Health Policy Lecturer
Tuesday, August 5 from 9:15 - 10:15 AM



Donald L. Weaver, MD, was appointed deputy associate administrator for Primary Health Care in the Health Resources and Services Administration (HRSA) on February 22, 2005. As deputy associate administrator for Primary Health Care, Dr. Weaver helps manage a \$2 billion budget that supports the health care safety net for many underserved Americans. Most of these funds support more than 4,000 community health centers, migrant health centers, health care for the homeless centers, and public housing primary care centers. Located in communities nationwide, these

health centers and clinics provide comprehensive, culturally competent, quality primary health care services to more than 15 million people.

Dr. Weaver began his career in the U.S. Public Health Service in 1975 as a National Health Service Corps (NHSC) volunteer physician. After his service in Tooele, Utah, Dr. Weaver served in HRSA's Regional and Central offices in positions of increasing responsibility, and subsequently served as the NHSC Director for 15 years. He has been awarded the Distinguished Service Medal, Meritorious Service Medal, and the Surgeon General's Exemplary Service Medal in recognition of his achievements.

Dr. Weaver is a 1973 graduate of Harvard Medical School and completed a two-year pediatric residency at Boston Children's Hospital Medical Center. He is a diplomate of the American Board of Family Medicine and a Rear Admiral and Assistant Surgeon General in the U.S. Public Health Service Commissioned Corps.

"Building Stronger and Healthier Rural Communities: Shared Challenges - Shared Solutions"

Communities across rural America, including those in Arizona, face various barriers to improving health ranging from poverty, access, remoteness, and the ability to maintain and expand a sufficient health care workforce. While these issues are significant, initiatives to increase access to high quality, culturally competent primary health care, provide comprehensive health care homes, and partner to build and strengthen rural America's workforce offer innovative solutions and opportunities to meet these challenges. Dr. Weaver will provide an overview of the Health Resources and Services Administration's (HRSA) Health Center Program and various HRSA workforce resources and discuss their role in building stronger and healthier rural communities. The presentation will also provide a forum for dialogue with the audience to share their ideas and solutions.

PROGRAM-AT-A-GLANCE

MONDAY, AUGUST 4

8:00 – 4:00	Conference Registration AND Exhibitor Check-In
10:15 - 10:30	Welcome & Opening Conference Blessing
10:30 – 11:30	COMMUNITY HEALTH GENERAL SESSION Rural Chronic Disease Management and Quality
11:30 – 11:45	Break
11:45 - 12:45	Lunch: AzRHA Membership Meeting & Overview
1:00 – 2:15	BRUCE GULLEDGE MEMORIAL LECTURE “North Country Reaches New Heights In HealthCare Through A Capital Building Project”
2:15 – 2:45	Break/Visit with Exhibitors
2:45 – 3:45	CONCURRENT SESSIONS Theme 1 Integration of Behavioral Health and Primary Care Theme 2 Medicaid Transformation through Technology: AHCCCS Health Information Exchange and Electronic Health Record (HleHR) Utility Theme 3 A Knack (NACHC) for Partnership
4:00 – 5:00	GENERAL SESSION: Overview of the Indian Health Care Improvement Act
5:30 – 6:45	Reception: Meet the Vendors/Raffle Drawings/ Networking Opportunities / Meet the AzRHA Board Members & Candidates

TUESDAY, AUGUST 5

7:30 am	Continental Breakfast/Visit with Exhibitors/Raffle Drawings
8:00 - 9:10	WORKFORCE DEVELOPMENT GENERAL SESSION “Training and Recruiting Doctors to Work in Rural Communities”
9:15 – 10:15	ANDREW W. NICHOLS RURAL AND BORDER HEALTH POLICY LECTURE “Building Stronger and Healthier Rural Communities: Shared Challenges - Shared Solutions”
10:15	Break/Visit with Exhibitors/Raffle drawings
10:45	CONCURRENT SESSIONS Theme 1 Nutrition and Fitness Programs Addressing Childhood Obesity Theme 2 Factors Affecting Rural Hospital Facility Replacement and Development: A University of Arizona, Comprehensive Rural Hospital Facilities Study Theme 3 What the heck is an AHEC?
11:45 – 12:45	Luncheon: Annual Rural Health Service Awards / Announce new AzRHA Board Members & Introduction of Current Members
1:00 – 2:00	CONCURRENT SESSIONS Theme 1 What you need to know about Methamphetamines Theme 2 Rural Health Challenges in Implementing Electronic Health Records Theme 3 Addressing Allied Health Shortages in Rural Arizona
2:15 - 3:15	HOSPITALS & CLINICS GENERAL SESSION Environmental Challenges of Critical Access Hospitals
3:15 - 3:30	Wrap up, Closing Remarks, Adjourn

- Theme 1: Community Health
- Theme 2: Hospitals & Clinics
- Theme 3: Workforce Development

GENERAL SESSION DESCRIPTIONS

OVERVIEW OF THE INDIAN HEALTH CARE IMPROVEMENT ACT

John L. Johns, Federal Regulations and Policy Analyst, National Indian Health Board

This presentation will first provide an overview of S. 1200, the Indian Health Care Improvement Act, passed by the Senate in February. The presentation will focus on the new and expanded authorities for the Indian Health Service (IHS), tribal and urban programs to deliver health care services, as well as some of the amendments that were added to the bill. In addition, the presentation will provide a status of the House bill, HR 1328, how it compares to the Senate bill and a review of NIH activities to achieve the enactment of reauthorization in this Congress.

RURAL CHRONIC DISEASE MANAGEMENT AND QUALITY

- John Molina, MD, JD, Medical Director, AHCCCS
- Darly Vicenti, MD, Hopi Health Care Center

Goal: The goal of the session is to learn from existing programs or projects intended to develop healthier rural populations, incur program savings, and improve quality of care for services delivered.

Objectives:

1. Learn intervention techniques for patients/clients and providers in developing disease management programs.
2. Learn care management protocols to increase clinic efficiency and improve continuity of care.
3. Expand dialogue, partnerships and collaboration in development of care management programs.

ENVIRONMENTAL CHALLENGES OF CRITICAL ACCESS HOSPITALS (CAHs)

John Supplitt, Senior Director, American Hospital Association, Constituency Sections

This session will review challenges confronting CAHs and how they may be met. It will include an appraisal of CAH location, public reporting on quality and community benefit, and financial performance with a focus on the context of current advocacy and policy priorities.

TRAINING AND RECRUITING DOCTORS TO WORK IN RURAL COMMUNITIES

- Amanda Aguirre, CEO/President, Regional Center for Border Health
- Teresa Bertsch, MD, Medical Director, Northern Arizona Regional Behavioral Health Authority, (NARBHA)
- Gina Flores, Director, Division for Family and Community Health, The Governor’s Office for Children Youth and Families
- Edward G. Paul, MD, Residency Program Director, Associate Clinical Professor Department of Family & Community Medicine, University of Arizona College of Medicine

This panel promises a lively discussion about efforts to recruit and train doctors to work in rural Arizona communities. The barriers faced and successes achieved will be addressed from the perspectives of our medical schools, area health education centers, community health centers, hospitals, and behavioral health authorities. We will also hear from the Governor’s Office about the recent executive order on workforce development.

ARIZONA RURAL HEALTH ASSOCIATION

BOARD OF DIRECTORS NOMINATIONS

The AzRHA is accepting nominations from people interested in serving a 3-year term beginning August 5, 2008. The Board is responsible for conducting the business of the Association and for leading legislative action on the resolutions passed by conference participants at the Rural Health Conference. Nominations are due by July 18, 2008. Voting will take place at the conference and winners will be announced Tuesday, August 5. The board will meet immediately after the close of the conference.

The current board composition of the Rural Health Association is 18 members representing hospitals, community health centers, Indian health care, behavioral health, oral health, health professions education, public health, health care administration, and public policy.

ARIZONA RURAL HEALTH SERVICE AWARDS

These awards honors outstanding rural health programs, professionals, volunteers and legislative achievements. The 2008 honorees will be recognized at the Arizona Rural Health Conference Awards Luncheon on Tuesday, August 5. Nominations should be submitted by July 18, 2008.

To access the awards descriptions and criteria and the board nomination form go to the Association website at <http://www.azrha.org> or the conference website at <http://www.rho.arizona.edu/Events2008rhc/default.aspx>.

CONTACT INFORMATION

For questions regarding board nominations or service awards contact Suzanne Barker by email at suzanne.barker@bannerhealth.com or by fax at 602/239-2477.

RESOLUTIONS

Each year at the Arizona Rural Health Conference, the membership of the AzRHA votes to approve resolutions regarding current rural health issues. Approved resolutions can be used to help educate legislators and policy makers about rural health issues. For a listing of the 2007 resolutions go to: www.azrha.org website.

We would like to receive drafts of resolutions well in advance so that they can be considered at this year's Arizona Rural Health Conference in Flagstaff on August 4-5.

If you are an advocate for a rural health issue and would like to propose a resolution to be approved by the AzRHA members, please contact Mary Riordan at mriordan@ahsl.arizona.edu or by fax to 520-626-2922. Draft resolutions should be submitted by July 18 to allow time for them to be included in the packets for the Arizona Rural Health Conference.



LOCATION AND ACCOMMODATIONS

This year's conference will be held at The High Country Conference Center at Northern Arizona University, 201 W. Butler Avenue, Flagstaff, Arizona.

For more information visit their website at <http://www.highcountryconferencecenter.com>

The Drury Inn & Suites is located across the street from the conference center at 300 South Milton Road in Flagstaff, Arizona. To get the group rate, call no later than July 18 and identify yourself with the Arizona Rural Health Conference.

The room rates are as follows:

- 1 King Bed Deluxe Non-smoking: \$109 + tax
- 1 Queen Bed Deluxe Non-Smoking: \$109 + tax

To make your room reservation call 800-325-0720 or go to: <https://reservations.druryhotels.com/GroupReservationConfirmation.aspx?GroupNo=2035786>

Telephone: 928/773-4900

EXHIBIT AND SPONSORSHIP OPPORTUNITIES

To participate as an exhibitor or sponsor contact Rebecca Ruiz @ 520/626-2243 or email: raruiz@email.arizona.edu.

The sponsorship brochure and exhibit information is posted on the conference website at <http://www.rho.arizona.edu/Events/2008rhc/Sponsors.aspx>

Exhibits and displays will be available for viewing throughout the conference. Raffle drawings will be held during scheduled exhibit breaks.

WORKSHOP SESSION DESCRIPTIONS

For a description of the workshop sessions go to the conference website at <http://www.rho.arizona.edu/Events/2008rhc/default.aspx> and follow the links.

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August 4 & 5, 2008 – Flagstaff, Arizona

REGISTRATION FORM

Full Registration Fees include: Conference materials, one continental breakfast, two lunches, one reception, breaks and one-year membership in the Arizona Rural Health Association.

Name: _____
 Credentials: _____ Job Title: _____
 Agency: _____
 Address: _____
 City: _____ State: _____
 County: _____ Phone: _____
 Fax: _____ Email: _____

FULL REGISTRATION FEES - Includes membership in Arizona Rural Health Association

- Individual Registration - Early bird (by July 18) \$250.00
- Individual Registration (from July 19 to On-Site) \$275.00
- Group Registration - Early bird (by July 18) \$225.00
(\$225.00 per person; must be 3 or more people from same organization)
- Group Registration (from July 19 to On-site) \$250.00
(\$250.00 per person; must be 3 or more people from same organization)
- Student \$150.00

DAILY REGISTRATION FEES

<u>Monday, August 4:</u>		Students	\$80.00
		All Others:	\$140.00
<u>Tuesday, August 5</u>		Students	\$70.00
		All Others	\$110.00
		TOTAL	\$_____

ON-LINE REGISTRATION & PAYMENT

To register on-line go to
<http://www.rho.arizona.edu/Events/Conference/registerattendee08.aspx>.

You may pay by credit card, check, purchase order, or IDB. Make check payable to The University of Arizona.

Note: Credit card payments accepted on-line only.

You may also register by completing the registration form in this brochure. Send a copy of the completed registration form and mail with payment to:

Rural Health Office/Conference
 The University of Arizona
 Mel and Enid Zuckerman College of Public Health
 Drachman Hall, Bldg. 202
 P.O. Box 245209
 Tucson, AZ 85724

CANCELLATION POLICY:
 A registration refund will be available for cancellations received prior to July 18, 2008; after that date, there will be no refunds. Cancellations must be made in writing by fax or email to Rebecca Ruiz at 520/626-8716 rruiz@email.arizona.edu.

CONTACT INFORMATION

For questions regarding the conference, please contact Rebecca Ruiz at 520/626-2243 or by email at rruiz@email.arizona.edu.