

22nd Annual West Virginia
Rural Health Conference

*The Evolution of Rural
Health:
Transition from Coverage
to Care*



*October 15 -17, 2014
Lakeview Resort
Morgantown, WV*

Sponsored by: The West Virginia Rural Health Association
Jointly Provided by CAMC Health Education and Research Institute

Co-Sponsored by: The West Virginia Department of Health and Human Resources
Bureau for Public Health, Office of Community Health Systems and Health Promotion
Division of Rural Health and Recruitment
West Virginia Area Health Education Centers

W E L C O M E



*Dear Rural Health Conference Participants,
Let me begin by welcoming you to the 22nd annual West Virginia Rural Health Conference and expressing what a true honor it is to serve as this year's Chairman. We have a very good program this year along the theme of "The Evolution of Rural Health: Transition from Coverage to Care".*

These are truly interesting times in health care with the marked changes seen with healthcare reform. On the surface, it would appear that these changes will benefit those from rural America, but as many of you know, these changes bring with them many challenges as well. There is no doubt

that more comprehensive coverage should lead to healthier citizens, but this influx of new patients has the potential to stress our already limited resources. It is therefore our challenge to find or create a way to adequately meet the needs of this ever increasing patient base under the limitations resulting from cutbacks and reform. Regardless of these challenges, I have tremendous faith in the members of the West Virginia Rural Health Association and other groups represented at this conference to navigate these challenges in a way that will provide the best possible care to the citizens of rural West Virginia.

Sincerely,

Dr. Larry Rhodes

Conference Chair

22nd Annual West Virginia Rural Health Conference

22nd West Virginia Rural Health Conference



ABOUT THE CONFERENCE

The objective of the West Virginia Rural Health Conference is to provide attendees with updates regarding rural health issues on both the national and state level. Attendees will be provided with learning tools to assist in carrying out best practices in the community and have an opportunity to network with peers facing similar challenges.

With the support of the Federal Office of Rural Health Policy and the West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Community Health Systems and Health Promotion and other generous

sponsors, the conference gathers many individuals and groups interested in the health of rural residents for three informative days of learning and networking. The 2014 conference agenda is the collaborative result of many statewide partners seeking the best speakers to address current topics of interest.

Please join us in the completely remodeled setting of Lakeview Resort, located in Morgantown, West Virginia, as we continue our efforts to assure improved access to quality health care for the citizens of West Virginia.

INTENDED AUDIENCE

The broad range of conference sessions will interest a wide variety of individuals, such as allied health professionals, physicians, nurses, dentists, physician assistants, pharmacists, social workers, paramedics, students from a variety of health professions, government officials, business and community leaders, community extension agents, community planners, community health care volunteers, and individuals interested in community development. A conference registration form is included. Additional registration forms are available on our web page <http://camcinstitute.org>.

CONFERENCE GOALS

Provide information about best practices across the state and nation for improving the provision of rural health care for all citizens of West Virginia. Identify population management, leadership and workforce challenges and learn methods to increase recruitment and retention using the WV Health Data Portal available on the West Virginia Rural Health Association's web page <http://www.wvrha.org>. Identify best practices centered on rural health workforce and emerging rural health issues relevant to rural health. Encourage further conversations and collaboration across all levels of health systems and rural health infrastructure.

EXHIBIT HALL

The Governor's Foyer area offers participants the opportunity to meet a wide variety of vendors of health care industry products and services. Breaks will be held inside the exhibit area to facilitate easy conversation and a relaxed atmosphere for visiting with sponsors and friends. Specific exhibit information is available on our web page <http://camcinstitute.org>.

Special Events

22nd RURAL HEALTH CONFERENCE REGISTRATION

The West Virginia Rural Health Association (WVRHA) will sponsor a reception on the first day of the conference celebrating the opening of the 22nd West Virginia Rural Health Conference. The event will be held on Wednesday, October 15, 2014 from 6:00 p.m. to 7:00 p.m. in the Library. Hors d'oeuvres and refreshments will be served.

SILENT AUCTION

The West Virginia Rural Health Association will be hosting the 9th Annual Silent Auction this year. The auction opens Wednesday and closes Thursday evening. Successful bids must be paid for and items picked up on Friday morning. Proceeds support West Virginia Rural Health Association activities, advocacy and programs. Please plan to visit and place a bid on your favorite items.

RURAL RESEARCH POSTER DISPLAY

A student/resident rural research poster display will be held in the Library Room on October 15, 2014. Researchers will be available to address attendees on Wednesday afternoon, at 1:00 p.m. and oral presentations begin Wednesday, October 15, 2014 at 3:30 P.M (Session H). Posters will be on display during the conference.

WV RURAL HEALTH ASSOCIATION MEMBERSHIP INFORMATION

The West Virginia Rural Health Association is a non-profit, grassroots, member-driven organization whose mission is to serve as an advocate for preserving and improving the health care status of all rural citizens through education and effective communication.

WVRHA's current membership includes a variety of stakeholders interested in the health of rural West Virginians. Becoming a member of WVRHA will serve to broaden the base of power and heighten the sphere of influence a single stakeholder would normally have. Additional information about the WVRHA can be found at <http://www.wvrha.org>.

LODGING

Conference participants (excluding scholarship recipients and speakers) are responsible for making their hotel arrangements.

Lakeview Resort
One Lakeview Drive
Morgantown, WV 26508
1 - (304) 594-1111 or
1- (800) 624-8300

Please ask for WVRHC Room Block.

Room rates are \$82.00 per night (includes applicable taxes and fees). A block of rooms will be held until September 30, 2014.

Special Information



CONTINUING EDUCATION

DISCLOSURE: It is the policy of the CAMC Health Education and Research Institute that any faculty (speaker) who makes a presentation at a program designated for AMA Physician's Recognition Award (PRA) Category I or II credit must disclose any financial interest or other relationship (i.e. grants, research support, consultant, honorarium) that faculty member has with the manufacturer(s) of any commercial product(s) that may be discussed in the educational presentation. Program Planning Committee Members must also disclose any financial interest or relationship with commercial industry that may influence their participation in this conference. Faculty relationships with an industry, if any, will be made available on-site and disclosure made from the podium to the participants.

ACCREDITATION: This activity has been planned and implemented in accordance with the essentials and standards of the Accreditation Council for Continuing Medical Education (ACCME) through the joint providership of CAMC Health Education and Research Institute the West Virginia Rural Health Association.

Physicians - The CAMC Health Education and Research Institute's CME program is accredited by the Accreditation Council for Continuing Medical Education to sponsor continuing medical education for physicians. The CAMC Institute designates this live activity for a maximum of 14.5 *AMA PRA Category 1 Credit(s)*TM. (**Day 1**- 5.25, hours, **Day 2** - 6.25 hours, **Day 3** - 3.0 hours) Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nurses - CAMC Health Education and Research Institute is an approved provider of continuing nursing education by West Virginia Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This program has been approved (**Day 1** - 5.25, PO15-14-14739, **Day 2** - 6.25 hours, PO15-14-14740, **Day 3** - 3.0 hours, PO 15-14-14741).

Social Workers - CAMC Health Education and Research Institute is an approved provider of continuing education by the West Virginia Board of Social Work Examiners. This program has been approved for (**Day 1**- 5.25 hours, **Day 2** - 6.25 hours, **Day 3** - 3.0 hours) social work credit. Approval number #490045.

Pharmacy - The CAMC Health Education and Research Institute is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. These knowledge based activities provide up to 14.5 hours of CPE hours. (**Day - 1** UAN 0554-9999-14-040-L04-P, **Day 2** - UAN 0554-999-14-041-L04-P, **Day 3** - UAN 0554-999-14-042-L04-P). To receive credit, participants must register, complete sign-in sheet for each session(s) attended and complete a program evaluation following the activity. Statements of Credit will be posted online NABP/ACPE CPE Monitor within six (6) weeks.

Dentistry -An application for continuing education credit has been submitted to the West Virginia Board of Dental Examiners.

EMT - An application for continuing education credit has been submitted to the West Virginia Office of Emergency Medical Services.

CHES - An application for continuing education credit has been submitted the National Commission for Health Education Credentialing, Inc.

2014 WV RURAL HEALTH CONFERENCE REGISTRATION

RETURN TO (via mail or email): CAMC Health Education & Research institute
3110 MacCorkle Ave. SE * Charleston, WV * 25304

Fax: 304-388-9966

E-Mail: Roseann.Prince@camc.org

PLEASE CHECK ONE

EARLY BIRD CONFERENCE REGISTRATION FEE

\$200 Full Conference prior to September 30th
 \$100 One Day Conference Registration prior to September 30th

CONFERENCE REGISTRATION FEE after September 30th

\$250 Full Conference
 \$125 One Day Conference Registration

*Rural Health Awards Luncheon is included in your registration cost and is
being sponsored by the WV Rural Health Association*

CONFERENCE PAYMENT (PLEASE CHECK ONE)

Check Money Order (Payable to CAMC Institute) Total Enclosed \$ _____

Credit Card: MC VISA Card # _____ Exp. Date: _____

Cardholder's Name: _____

Cardholder's Signature: _____

I wish to be invoiced at the address listed below _____

REGISTRATION INFORMATION (BUSINESS INFO PLEASE)

Name _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Co-Sponsored by the West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Community Health Systems and Health Promotion, Division of Rural Health and Recruitment.



22nd Annual West Virginia Rural Health Conference

Partner & Exhibitor Opportunities

The West Virginia Rural Health Association is seeking organizations and individuals to partner and/or exhibit at the 22nd Annual West Virginia Rural Health Conference. The conference will be held October 15-17, 2014 at the Lakeview Resort, Morgantown, WV. The conference theme, “[The Evolution of Rural Health: Transition from Coverage to Care](#)”.

The conference goal is to offer an excellent opportunity for providers, policymakers and community leaders to meet and develop cost-effective initiatives for delivering quality health care to rural residents. With the support of devoted partners and exhibitors, this conference gathers many rural health stakeholders for two and one-half exciting and informative days of learning and networking.

The Conference Planning Committee strives to ensure that each conference session provides added skills or information that is needed for participants to continue to work toward providing quality health care to their communities.

Your organization’s support allows us to provide a forum for discussion of rural health policy and to network with fellow rural health advocates across the state. Rural health issue area experts from both state and national areas conduct a variety of timely sessions, each offering diverse points of view and opportunities for discussion. The West Virginia Rural Health Association and its co-sponsor, the West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Community Health Systems and Health Promotion, Division of Rural Health and Recruitment greatly appreciate your participation in planning, partnering and implementing this ever important rural health event.

Please refer to the information on partner and exhibitor opportunities on the following pages. For nonprofit groups, there will be a free unattended display rack in the exhibit area for distribution of printed materials. The West Virginia Rural Health Association looks forward to seeing you this October at the West Virginia Rural Health Conference.

Hotel Reservations and Information:

Hotel reservations may be made by contacting Lakeview Resor and requesting the West Virginia Rural Health Conference block of rooms. Room rates are \$82.00 per night (*not including applicable taxes*). A block of rooms at this rate will be available until September 14, 2014.

Lakeview Resort, One Lakeview Dr., Morgantown, WV 26508, 1-(800) 624-8300 or direct line (304) 594-1111. For questions or more information regarding the West Virginia Rural Health Conference call (304) 890-7017.



[West Virginia Rural Health Association](#)

Co-Sponsored by the [West Virginia Department of Health and Human Resources, Bureau for Public Health, Office of Community Health Systems and Health Promotion, Division of Rural Health and Recruitment](#)



22nd Annual West Virginia Rural Health Conference

Partnership Opportunities

Blue Ribbon Partner \$4,000

Option A (Provide ad in JPG format please)

- Full page ad in the conference program
- One exhibit package (see below) and three additional registrations

Option B

- Partnership of the Rural Health Award Luncheon with signage during the event

Red Ribbon Partner \$3,000

Option A (Provide ad in JPG format please)

- Half page ad in the conference program
- One exhibit package (see below) and one additional registration

Option B

- Partnership of one breakfast, break, or lunch with signage during the event

Orange Ribbon Partner \$2,000

Option A (Provide ad in JPG format please)

- Quarter page ad in the conference program
- One exhibit package (see below) and one additional registration

Option B

- Partnership of an event with signage during the event

Green Ribbon Partner \$3,500

Option A (Provide ad in JPG format please)

- Full page ad in the conference program
- One exhibit package (see below) and two additional registration

Option B

- Partnership of a reception with signage during the event

Yellow Ribbon Partner \$2,500

Option A (Provide ad in JPG format please)

- Half page ad in the conference program
- One exhibit package

Option B

- Partnership of one breakfast, break, or lunch with signage during the event

Purple Ribbon Partner \$1,500

Option A (Provide ad in JPG format please)

- Quarter page ad in the conference program
- One exhibit package

Option B

- Partnership of an event with signage during the event

Rural Health Conference Exhibitor Package and Information

Conference Exhibitor Package is \$600 and includes:

- Six ft. draped table/space with two chairs
- Two exhibitor registrations with full conference access
- A one-eighth page listing in the conference program

Exhibit Hours and Setup:

Rural Health Conference Exhibitors may begin to setup on Wednesday, October 15th at 8:00 am (no one will be allowed in the exhibit hall any earlier than 8:00 am). You will find your entire exhibitor package waiting for you at the conference registration desk. The Rural Health Conference exhibit area is open during all conference hours. Exhibit break down is scheduled for Friday, October 17th at 1:00 p.m. If your organization requires shipping information for the facility please contact Lakeview Resort, One Lakeview Dr., Morgantown, WV 26508, 1-(800) 624-8300 or direct line (304) 594-1111.

Confirmations and Ad Copy:

The billing contact representative listed on the registration form will receive an electronic confirmation when your registration has been processed. For ad copy please provide "camera ready" graphics in 300 dpi JPG, TIFF or PDF file ad as actual size by September 30, 2014.

Payment & Cancellation:

Application forms must be completed and returned along with payment for processing. Payment can be made by check or credit/debit card. See application form for more details. Cancellation of exhibitor space must be received by the West Virginia Rural Health Association prior to September 30, 2014 to receive a full refund. Refunds will NOT be made for cancellations received after September 30, 2014.



22nd Annual West Virginia Rural Health Conference

2014 Partner/Exhibitor Registration Form

Partnership Opportunities (mark selection)

- Blue Ribbon \$4,000 A or B
- Green Ribbon \$3,500 A or B
- Red Ribbon \$3,000 A or B
- Yellow Ribbon \$2,500 A or B
- Orange Ribbon \$2,000 A or B
- Purple Ribbon \$1,500 A or B

Conference Exhibitor Package \$600

- Six ft. draped table/space with two chairs
 - Two exhibitor registrations with full conference access
 - A one-eighth page listing in the conference program
- For ad copy please provide "camera ready" graphics in 300 dpi JPG, TIFF or PDF file ad as actual size.

Company/Contact Information: (Please type or clearly print information as you would like it to appear on all printed materials.)

Company: _____ Billing Contact: _____

Exhibit Representative: (1) _____ (2) _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Email Address: _____

Please be advised you are responsible for bringing ALL supplies for setup. **If your exhibit requires *electricity* please check here**

Wireless internet is available throughout the building, free of charge. The facility requests that no materials be affixed to walls. The Resort offers additional equipment rentals, if needed. Fees associated with such rentals are the responsibility of the exhibitor.

Method of Payment: Check # _____ enclosed \$ _____ Send Invoice

Or Money Order Payable to the West Virginia Rural Health Association

Credit Card # _____ Expiration Date: _____

*I understand that by signing below I am guaranteeing payment and reserving exhibit space at the 2014 West Virginia Rural Health Conference being held October 15-17, 2014 at The Lakeview Resort, Morgantown, West Virginia. I understand that any cancellations received after September 30, 2014 will **NOT** receive a refund.*

Authorizing Representative: _____ Date: _____

You will receive a confirmation email to the address provided upon receipt and processing of your registration form.

Submit Completed Form with Payment by September 30, 2014.

Mail to:
CAMC Health Education & Research Institute
3110 MacCorkle Ave. SE
Charleston, WV 25304
Attn: Rose Ann Prince
Fax: 304-388-9966 or email roseann.prince@camc.org

Questions?
Contact Debrin Jenkins, WVRHA Ex. Dir.
304-890-7017 or email
debrinwvrha@gmail.com

Conference Schedule

Wednesday, October 15, 2014

Time	Event/Session	Speaker(s)
7:00 a.m. - 4:00 p.m.	Conference Registration	
8:00 a.m.	Rural Health Conference Exhibitors Set Up	
7:30 a.m. - 8:30 a.m.	CONTINENTAL BREAKFAST	
8:30 a.m. - 10:00 a.m.	Keynote: Leading into an Unknowable Future -Manage the Moment for Future Success	Michael E. Frisina
10:00 a.m. -10:15 a.m.	BREAK	
10:15 a.m. - 11:30 a.m.	CONCURRENT SESSIONS	
Session A:	Recruitable Communities: The Revitalization of Ravenswood	Ginger Harmon
Session B:	Systems Approach to Community Wealth	Becky Ceperley
Session C:	Challenges in the Provision of Psychiatric Services via Telehealth	Dr. Brian Sharp
11:45 a.m. -1:15 p.m.	LUNCH	
1:30 p.m. - 3:00 p.m.	CONCURRENT SESSIONS II	
Session D:	Population Health Management Panel Discussion: Where is the Leverage for Change?	Dr. Eric Radcliff
Session E:	Do You Have Enough Behavior Competence to Lead Effectively?	Michael E. Frisina
3:00 p.m. - 3:30 p.m.	BREAK	
3:30 p.m. - 4:30 p.m.	CONCURRENT SESSIONS III	
Session F:	Tobacco Continues to Kill & Cost Us in WV: Is Tobacco Use a Social Justice Issue	Bruce Adkins
Session G:	Sustainable Leadership	Dr. Andy Crist
Session H:	STUDENT PRESENTATIONS	
5:00 p.m. - 6:00 p.m.	WEST VIRGINIA RURAL HEALTH ASSOCIATION BOARD MEETING - EVERYONE WELCOME	
6:00 p.m. -7:00 p.m.	RECEPTION - LIBRARY - EVERYONE WELCOME	
	Dinner (ON YOUR OWN)	

Thursday, October 16, 2014

Time	Event/Session	Speaker(s)
7:00 a.m. - NOON	Conference Registration	
	CONTINENTAL BREAKFAST	
8:00 a.m. - 9:15 a.m.	Keynote: The Revolution in Science Delivery Systems and Financing: Opportunities for Oral Health Professionals	Dr. Paul Glassman
9:30 a.m.- 10:45 a.m.	CONCURRENT SESSIONS IV	
Session I:	Planning and Deploying Telehealth Connected Teams	Dr. Paul Glassman
Session J:	Health Sector Value Chain: Leveraging Local Wealth Creation	Brenda Grant & Joey Aloï
Session K:	Patient Centered Medical Home for Rural Practice	Dr. Dana King
10:45 a.m. -11:00 a.m.	BREAK	
11:00 a.m. - 12:15 p.m.	CONCURRENT SESSIONS V	
Session L:	WV Health Information Network	Amber Nary
Session M:	Rural Health Advocacy: Translating Lessons Learned Into The Future	Nancy Tonkin & Becky King
Session N:	Oral Health Management of Chronic Disease	Dr. Jason Roush & Dr. Louise T. Veselicky
12:30 p.m. - 2:00 p.m.	RURAL HEALTH AWARDS LUNCHEON	Dr. Larry Rhodes
2:15 p.m. -3:30 p.m.	CONCURRENT SESSIONS VI	
Session O:	Choosing Wisely in WV (Part I)	Dr. Dan Foster & Perry Bryant
Session P:	Rural Program Models & Innovations	Rebecca Cruger
Session Q:	Try This - Join a Movement to Get WV off all the Worst Health Lists	Stephen Smith
3:30 p.m. - 3:45 p.m.	BREAK	
3:45 p.m. - 5:00 p.m.	CONCURRENT SESSIONS VII	
Session R:	Choosing Wisely in WV (Part II)	Dr. Dan Foster & Perry Bryant
Session S:	West Virginia Health Data Portal	Ann Peton
Session T:	WVCTSI: Assisting Researchers to Improve Health Disparities in WV	Dr. Chadwick Higgins & Dr. Julie A. Lockman
5:30 p.m. - 6:30 p.m.	WVRHA MEMBERSHIP MEETING -EVERYONE WELCOME Dinner (ON YOUR OWN)	

Friday, October 17, 2014

Time	Event/Session	Speaker(s)
8:00 – 8:30 a.m.	CONTINENTAL BREAKFAST	
8:30 – 10:00 p.m.	KEYNOTE: Evolution of Rural Health: One Person's Journey	Dr. Raymond Christensen
10:00 – 10:30 a.m.	BREAK & HOTEL CHECK OUT	
10:30 – 11:45 a.m.	SESSION U: Creative Solutions for Local Health/Rural Practice Based Research	Dr. Robert Walker
11:45 – 12:00 p.m.	CLOSING REMARKS & collection of conference evaluations CONFERENCE ADJOURNS	Dr. Larry Rhodes

CANCELLATION POLICY

A \$25 non-refundable processing fee will be retained for cancellations made before September 30, 2014. After this date, there will be no refunds for cancellations. However, attendee substitutions will be permitted with advance notice until October 10, 2014.

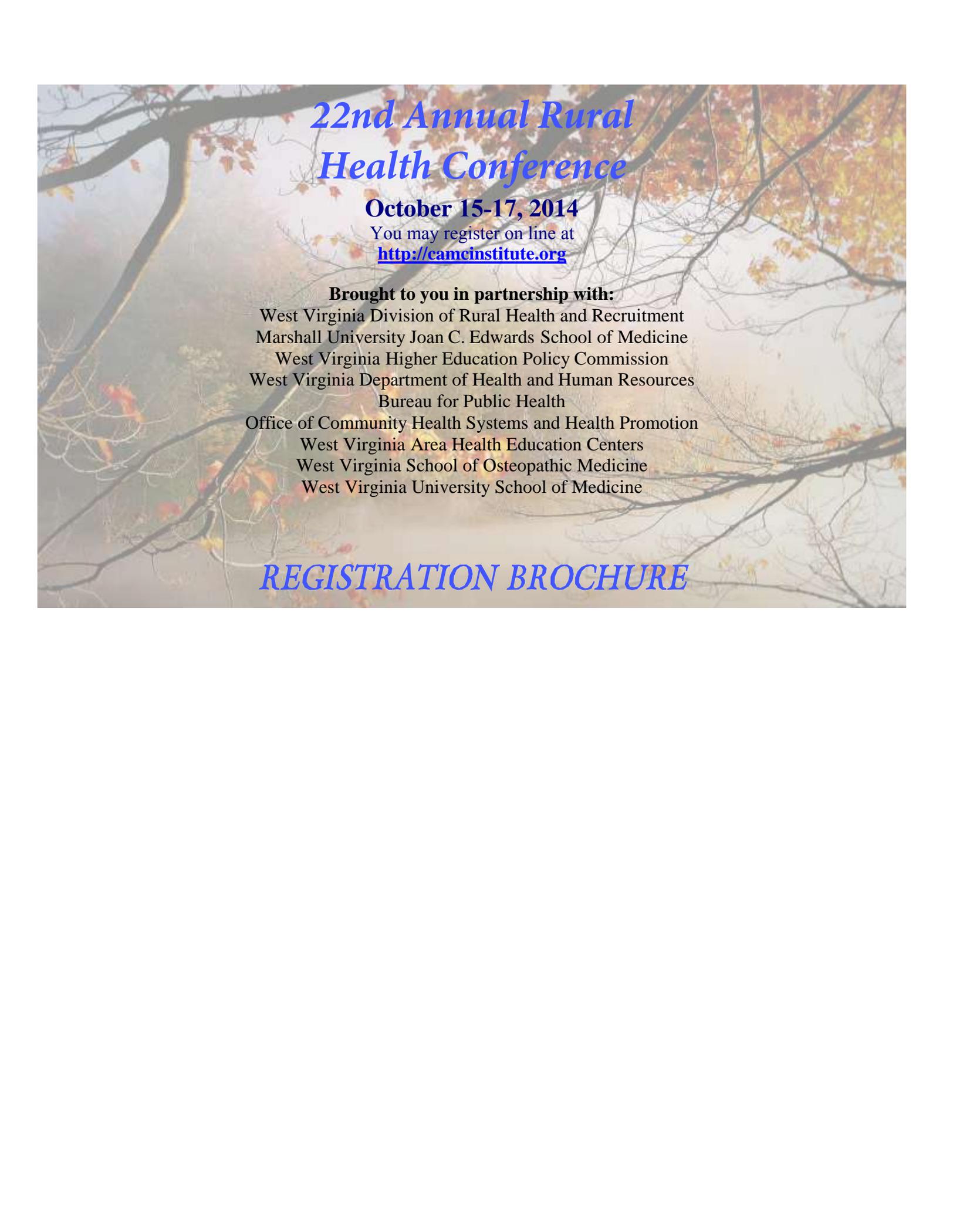
Early Conference registration fee is due on or before September 30, 2013 and will be \$200.00. After September 30th, the registration fee will be \$250.00 per person. The fee includes all conference materials, meals as listed on the conference schedule and as indicated on the registration form.

WEST VIRGINIA RURAL HEALTH ASSOCIATION MEMBERSHIP

The West Virginia Rural Health Association will be holding a membership drive during the conference. If you are interested in joining the WV Rural Health Association or updating your membership please see the WV Rural Health Association at the registration desk during the conference.

ALL FEES MUST BE PAID BEFORE OR AT THE CONFERENCE.

RETURN REGISTRATION FORMS TO (via mail or Email): CAMC Institute* 3110 MacCorkle Ave. SE * Charleston, WV * 25304 Attn: Rose-Ann Prince or Fax: 304-388-9966 or E-mail: Roseann.Prince@camc.org



22nd Annual Rural Health Conference

October 15-17, 2014

You may register on line at
<http://camcinstitute.org>

Brought to you in partnership with:

West Virginia Division of Rural Health and Recruitment
Marshall University Joan C. Edwards School of Medicine
West Virginia Higher Education Policy Commission
West Virginia Department of Health and Human Resources
Bureau for Public Health
Office of Community Health Systems and Health Promotion
West Virginia Area Health Education Centers
West Virginia School of Osteopathic Medicine
West Virginia University School of Medicine

REGISTRATION BROCHURE