FRIDAY, FEBRUARY 12  ALL EVENTS IN CENTRAL TIME

3:00 – 4:00 pm CT

NETWORKING KICKOFF EVENT
Participants will have the chance to network virtually and engage in guided conversations on topics in rural health. Stop by to say hello to colleagues from rural hospitals across the country, meet our sponsors, and get excited for the conference.

SPONSORED BY: PHILIPS

FRIDAY, FEBRUARY 12  ALL EVENTS IN CENTRAL TIME

10:00 – 10:30 am

OPENING REMARKS and PRESENTATION OF THE 2020 AHA RURAL HOSPITAL LEADERSHIP TEAM AWARD
Rick Pollack, President and CEO, American Hospital Association and Rod Hochman, MD, President and CEO, Providence and 2021 Chair of the AHA Board of Trustees

10:45 – 11:30 am

KEYNOTE: Solving for Why: Lessons on Life, Work and the Transformative Power of Purpose
Mark Shrime, MD, O’Brien Chair of Global Surgery, Royal College of Surgeons, Dublin, Ireland and lecturer in the Department of Global Health and Social Medicine, Harvard Medical School

11:45 am – 12:30 pm

STORY SLAM: Highlights the Value of Value in Rural Communities
Mandy Reed, Director, Operations, Virtual Health, Spectrum Health; Carrie Saia, CEO, Holton Community Hospital; Karen Titchener, Director of Strategic Development, Huntsman at Home, University of Utah Health; Jeanie Youngwerth, MD, Director of Palliative Care, University of Colorado Hospital, Leslie Marsh, CEO, Lexington Regional Hospital; and Christina Campos, Administrator, Guadalupe County Hospital

Inoculating Rural America: What COVID-19 has Taught Us
Michelle Hood, Executive Vice President/COO, American Hospital Association; Ruby Kirby, CEO, West Tennessee Healthcare Bolivar Hospital; Tamara Miller, CEO, Madison Regional Health System; Vicki Began, RN, CEO, San Carlos Apache Healthcare; and Terry Scoggin, CEO, Titus Regional Medical Center

12:45 – 1:30 pm CT

CONCURRENT SESSIONS

Preserving Local Access to Care in Rural Communities
Kris Doody, CEO, Cary Medical Center and chair of the AHA Future of Rural Health Care Task Force; Benjamin Anderson, MBA, MHCD, Vice President for Rural Health and Hospitals, Colorado Hospital Association; and Rachelle Schultz, EdD, President/CEO, Winona Health

Is Your Rural Board Prepared for Constant Disruption?
Kimberly Russel, Russel Advisors

SPONSORED BY:

How Rural Hospitals Drive Optimal Financial Reimbursement and Quality Performance in Today’s Environment
Angie Curry, Client Services Manager, Nuance Healthcare

SPONSORED BY:

WEDNESDAY, FEBRUARY 17  ALL EVENTS IN CENTRAL TIME

10:00 – 10:30 am CT

OPENING REMARKS and PRESENTATION OF THE 2020 AHA RURAL HOSPITAL LEADERSHIP TEAM AWARD
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How Rural Hospitals Drive Optimal Financial Reimbursement and Quality Performance in Today’s Environment
Angie Curry, Client Services Manager, Nuance Healthcare

SPONSORED BY:

1:45 – 2:30 pm CT

INTERACTIVE ROUNDTABLES

The #1 Governance Unmentionable: Succession Planning for the Rural Board
Kimberly Russel, Russel Advisors and Rebekah Mussman, CEO, RuralMed Management Resources

Preparing Your Culture for an Unforeseeable Future: Culture as a Strategic Imperative
Joel Beiswenger, President & CEO, Tri-County Health Care and Joe Tye, CEO & Head Coach, Values Coach Inc.

Improving Access to Behavioral Health Services – The Important Role of a Trustee
Bill Menner, Founder, The Bill Menner Group, and Executive Director, Iowa Rural Health Association and Jennifer Havens, CEO, UnityPoint Health-Grinnell Regional Medical Center
Unlocking Disparities with Data-driven Improvement Strategies
Sarah Stewart de Ramirez, MD, VP, CMO, Clinical Innovation, OSF Health; Sara Karraker, LCSW, Manager of Quality, Safety and Operations Improvement, Passavant Area Hospital; Erika Procarione, Community Health Worker, Passavant Area Hospital; and Julie Kim, CPHQ, Performance Improvement Coach II, AHA Center for Health Innovation

Vaccine Distribution: Building Connections and Trust
Nancy Myers, PhD, Vice President, Leadership and System Innovation, AHA Center for Health Innovation and Jeremy Lyman, Chief Executive Officer, Blue Mountain Hospital

Growth of the APP Role in the Rural Setting for Service Line Expansion and Cost Savings
Cameron Byers, PA-C, Vice President of Clinical Services, Rural Physicians Group

Pharmacy Performance in a Pandemic: Key Steps to Ensure Success
Patrick Owcarz, PharmD, Senior Vice President, Pharmacy Services, Comprehensive Pharmacy Services; Joseph Dula, PharmD, MBA, BCPS, Executive Vice President, Clinical Services; and Chuck Bernotas, Senior Vice President, Comprehensive Pharmacy Services

3:45 – 4:30 pm CT
CONCURRENT SESSIONS
Rural Hospitals Teaming Up for Shared Expertise, Resources and Scale
Konnie Martin, CEO, San Luis Valley Health; Steve Simonin, CEO, Iowa Specialty Hospital; Kelley Evans, CEO, Beartooth Billings Clinic; and Todd Linden, President, Linden Consulting and CEO Emeritus, Grinnell Regional Medical Center

Paradigm Shift: Why Board Education has Changed Forever and What to Do About It
Rachelle Schultz, EdD, President/CEO, Winona Health; Jeffery Adler, CEO, iProtean and Pamela Knecht, President, ACCORD LIMITED

Building Community Infrastructure to Advance Rural Health Equity
Eric Beane, Vice President of Regulatory and Government Affairs, Unite Us; Ariffa Bevin, Manager of Diversity, Equity, and Inclusion, Unite Us; Abi Bussone, Community Engagement Manager, Unite Us; and Abbie Szymanski, Community Engagement Manager, Unite Us
CONFEREE PROGRAM: THURSDAY, FEB. 18

THURSDAY, FEBRUARY 18  ALL EVENTS IN CENTRAL TIME

9:15 – 10:00 am CT

COFFEE AND CONVERSATION ROUNDTABLES

Many of our rural experience Affinity Groups will offer roundtable discussion sessions during this time. Conference attendees are welcome to join any session.

An Informal Conversation on Rural Community Health Investment and Improvement
Robin Hacke, Executive Director and Co-Founder, Center for Community Investment and David Zuckerman, Executive Director, Healthcare Anchor Network

Strategies for Innovation and Digital Transformation
Amy Schroeder, Chief Strategy Officer, Lexington Regional Health Center; Amy Stevens, Executive Vice President, AVIA; Liz Dean, Executive Director of Strategy and Business Development, Riverwood Healthcare Center; Tim Arnold, MD, CMIO, Riverwood Healthcare Center; and Leo Cole, Chief Marketing Officer, Futurism Technologies

10:00 – 10:45 am CT

KEYNOTE:
AHA Washington Update with Keynote Remarks from Senator Joe Manchin III
Travis Robey, Senior Associate Director, Federal Relations, American Hospital Association; and Tom Nickels, EVP, Government Relations and Public Policy, American Hospital Association

11:00 – 11:45 am CT

CONCURRENT SESSIONS

Innovation, Artificial Intelligence and Rural Hospitals
Jason Cohen, MD

Improvements in Care Management and Chronic Disease Self-management, Stress and Social Isolation
Cindy Esser, BSN, MBA, MHA, Director Emerging Technologies and Knowledge Management, Butler Health System; Kathy Selvaggi, MD, Medical Director, Division of Palliative Care, Butler Health System; and Erin Stewart, BSN, Program Director HRSA Grant, Butler Health System

Pivoting in a Pandemic with Value-Based Care Strategies
Tim Gronniger, CEO & President, Caravan Health; Marcus Lewis, CEO, First Care Health Center; and Naomi Clancy, MD, Medical Director, Gila Health Resources

12:00 – 12:45 pm CT

INTERACTIVE ROUNDTABLES

Setting and Achieving Organizational Goals: The Role of Governance and Leadership
Jane McLeod, Principal/Co-Founder, Capstone Leadership Solutions, Inc., and Sue Tetzlaff, Principal/Co-Founder, Capstone Leadership Solutions, Inc.

Managing Cybersecurity Risk in Health Care: The Leader’s Role
John Riggi, Senior Advisor for Cybersecurity and Risk, American Hospital Association and a panel of experts from the field and from FBI Cyber Division; Michael Archuleta, Chief Information Officer, Mt. San Rafael Hospital; and David Ring, Section Chief, Cyber Engagement and Intelligence Section, Cyber Division, Federal Bureau of Investigation

Leadership and Resilience: Creating Commitment
Caroline Gomez-Di Cesare, MD, PhD, FAAP, FACP, Attending Physician, Director of Wellbeing, Bassett Healthcare; Craig Utne, MD, AAFP, ASAM, Family Physician and Medical Director of Clinician Well Being & Professionalism, Sanford Health, Medical Student Wellbeing Coach, University of South Dakota Sanford School of Medicine; and Nicholas Beamon, OneTeam Leadership

Leaving Suicide in Rural America: What Rural Hospital and Community Leaders Can Do
Doreen Marshall, Vice President, Mission Engagement, American Foundation for Suicide Prevention

What Went Wrong? A Governance Case Study
Benjamin Anderson, MBA, MHCS, Vice President for Rural Health and Hospitals, Colorado Hospital Association and Todd Linden, MA, FACHE, President Linden Consulting and CEO Emeritus, Grinnell Regional Medical Center
Governance Clinic
James E. Orlikoff, President, Orlikoff & Associates, Inc.

Re-imagining Leadership: A Pathway for Rural Health to Thrive in a COVID-19 World
Benjamin Anderson, Vice President, Rural Health and Hospitals, Colorado Hospital Association; Lauren Hughes, MD, State Policy Director, Farley Health Policy Center, Associate Professor, Department of Family Medicine, University of Colorado Anschutz Medical Campus; Catherine Harshbarger, RN, BSN, Chief Executive Officer, Melissa Memorial Hospital; and William Cook, President and Chief Executive Officer, Vail Health

Health Equity and Rural Health
Kathleen A. Curran, Senior Director of Public Policy, Catholic Health Association and Julie Trocchio, Sr. Director of Strategy and Business Development, Riverwood Healthcare Center

Leveling the Technology and Legislative Playing Field to Close Critical Capacity Gaps for Rural Health Care Providers
Nick Padula, VP, US Government Health, Philips Healthcare and John Sun, Vice President, Indian Health Services and Rural Health, Philips Healthcare

AHA Rural Transformation Collaborative – Information Session
Amy Schroeder, Chief Strategy Officer, Lexington Regional Health Center and Liz Dean, Executive Director of Strategy and Business Development, Riverwood Healthcare Center

2:00 – 2:45 pm CT
CONCURRENT SESSIONS
The Pursuit of Professionalism: Every Day and Especially During a Crisis
Cindy Baldwin, Senior Associate, Department of Pediatrics, Center for Patient and Professional Advocacy, Vanderbilt University Medical Center and Gerald B. Hickson, MD, Joseph C. Ross Chair of Medical Education and Administration, Professor of Pediatrics, and Founding Director of the Center for Patient and Professional Advocacy, Vanderbilt University Medical Center

Leadership in Crisis: A Case Study of St. Charles Health System Stepping in to Fill the Covid-19 Information Void
Joe Sluka, President and CEO, St. Charles Health System and James E. Orlikoff, President, Orlikoff & Associates, Inc.

Collaborative Care: Effective Integration of Mental Health into Primary Care for Rural Practices
Anna Ratcliff, MD, PhD, Professor, Depression Therapy Research Endowed Professorship, Director, UW Psychiatry Residency Training Program, Co-Director, AIMS Center, and Director, UW Integrated Care Training Program

3:00 – 3:45 pm CT
CONCURRENT SESSIONS
Improving Patient Care and Reducing Health Disparities through Cultural Competence
Candy Canga-Picar, Chief Nursing Officer, St. Charles Hospital Madras; Rebecca Dobert, Program Manager, Oregon Office of Rural Health; and Salamatu Barrie, Public Health Analyst, Health Resources and Services Administration, Federal Office of Rural Health Policy

Community Health Care Transformation: A Path to Recovery
Erika Sundrud, Vice President, Care Transformation, QHR Health

1:00 – 1:45 pm CT
KEYNOTE:
Compose Your World
Kai Kight, Composer and Musician