

PROGRAM

CALIFORNIA STATE RURAL HEALTH ASSOCIATION PRESENTS

RURAL SELF-RELIANCE: EMPOWERING PEOPLE

DECEMBER 1-3, 2008 | HILTON ARDEN WEST | SACRAMENTO CA

CSRHA



8TH ANNUAL
CONFERENCE

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OUR VISION Empowered rural people creating healthy and sustainable rural communities.

The **California State Rural Health Association** is a statewide, nonpartisan not-for-profit advocacy organization working to promote an improved level of health and access to health services for rural Californians, to serve as a unified voice on rural issues, and to provide a forum for the exchange of information, ideas, and rural health strategies.



FEATURED EVENTS

NETWORKING, LEADERSHIP RECOGNITION & CELEBRATION

-> EXHIBITOR SHOWCASE & OPENING COCKTAIL RECEPTION [ATRIUM]

Monday, December 1 from 5:00-7:30p

- Featuring
- Rural Health Research Posters
 - Silent Auction
 - Rural Photo Contest
 - Violin Duet performed by Tulin Gurer and Amelia Lancaster from the UC Davis Orchestra

Heavy hors d'oeuvres and refreshments will be served

-> RURAL HEALTH RESEARCH POSTER SESSION [ATRIUM]

Monday, December 1 from 5:00-7:30pm &

Tuesday, December 2 from 7:30a-3:30p

SEE AGENDA FOR SCHEDULED PRESENTATIONS!

-> RURAL CHAMPION AWARDS LUNCHEON [BALLROOM]

Tuesday, December 2 from 12:30-1:30p

CSRHA is honored to present awards to four distinguished individuals for their extraordinary achievements on behalf of California's rural communities.

PRESENTING OUR 2008 AWARDEES:

- RURAL CHAMPION IN LEGISLATIVE SERVICE**
Assemblymember Jean Fuller, California State Assembly
- RURAL CHAMPION IN COMMUNITY LEADERSHIP**
Speranza Avram, Speranza Avram & Associates
- Pat Houghton**, Amador Co. Senior Peer Counseling Program
- Willard Hunter, MD**, Open Door Community Health Centers
- Marsha Larrabee**, Calaveras Children's Dental Project

CONFERENCE SPONSORS

The CSRHA 8th Annual Conference was made possible by the generous support of this year's conference sponsors. Please join us in thanking these organizations for their generous support!

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- Sierra Health Foundation
- The California Endowment
- The California Wellness Foundation

MONDAY | 12.01.08

PRE-CONFERENCE MEETINGS

- 9:30-10:30a** **CSRHA Rural Technology Advisory Committee Meeting**
■ BRANDYWINE ROOM
- 11:00a-12:00p** **California State Rural Health Association Advocacy Committee Meeting**
Conference participants are encouraged to attend to meet committee members, learn about CSRHA policy activities and discuss 2009 advocacy strategies.
■ BRANDYWINE ROOM
- 12:00-3:30p** **California Health Association
RURAL HEALTHCARE CENTER ADVISORY BOARD MEETING**
■ CHARDONNAY ROOM
- 1:00-5:00p** **California State Rural Health Association Board of Directors Meeting**
■ BRANDYWINE ROOM
- 1:30-3:00p** **CALIFORNIA ASSOCIATION OF RURAL HEALTH CLINICS PUBLIC MEETING**
Freestanding and provider-based Rural Health Clinics (RHCs) from around the state will meet to network and discuss issues of interest to RHCs.
■ CABERNET ROOM
- 4:00-6:30p** **EARLY REGISTRATION OPEN**
■ LOBBY
- 5:00-7:30p** **OPENING COCKTAIL RECEPTION**
■ ATRIUM AND ZINFANDEL ROOM
Poster Session
Exhibitor Showcase
Silent Auction Opening
*Featuring special guests from the University of California, Davis Orchestra:
Tulin Gurer and Amelia Lancaster*

2008 RURAL RESEARCH POSTER TITLES

COBRA and HIPAA Overview

Estimating Sustainability for a Rural Health Information Exchange

Improving Access to Care for Children with Epilepsy in Rural and Frontier Communities (Alaska, Wyoming, Nevada and California)

*Kern Comprehensive Cancer Awareness Partnership (KCCAP):
Implementing State's Cancer Plan Through a Local Initiative*

*Nursing Interventions in Chronic Care:
A Glimpse Inside the Black Box of Case Management*

Rural HIV-infected Women's Access to Care: Lessons from California

The Rural Health Information Survey: Rural data for Rural Policy

7:30a-3:00p REGISTRATION OPEN

■ LOBBY

7:30-8:45a BREAKFAST WITH EXHIBITORS

■ ATRIUM AND ZINFANDEL ROOM

8:45-9:15a WELCOME AND OPENING REMARKS

Sheilamarie Racicot, CSRHA Conference Chair
Desiree Rose, CSRHA Executive Director

■ BALLROOM

9:15-10:15a KEYNOTE PRESENTATION

Healing with the Heart

Martin C. Helldorfer, Senior Vice President Exempla Healthcare,
Author of *Healing with Heart*

Inspirational speech for healthcare professionals – reignite your passion for your work!

■ BALLROOM

10:15-10:45a BREAK IN EXHIBITOR HALL

■ ATRIUM

Poster Presentations

■ ZINFANDEL ROOM

10:15-10:25 *Kern Comprehensive Cancer Awareness Partnership (KCCAP):
Implementing State's Cancer Plan Through a Local Initiative*
Zul Surani

National Cancer Institute's Cancer Information Service,
California Region Cancer Center

10:25-10:35 *The Rural Health Information Survey: Rural data for Rural Policy*
Jessica VanArsdale, MD, MPH
California Center for Rural Policy

10:45a-12:00p CONCURRENT SESSIONS

CREATIVE PROGRAMS & MODELS FOR IMPROVING HEALTH IN RURAL COMMUNITIES

SPONSORED BY HEALTH NET OF CALIFORNIA

Breakout #1

Healthy Kids, A Case Study on Building Stronger Communities

Participants will explore the ways in which collaborative partnerships between community-based non-profit organizations and local government can benefit clients and contribute to the strength and sustainability of local health initiatives.

SPEAKERS: Stacey Cryer, Mendocino County Health & Human Services Agency, Community Health Branch; Megan Van Sant, Medocino County Health & Human Services Agency

MODERATOR: Deborah Riordan, PT, MPH, President-Elect, California State Rural Health Association

■ CABERNET ROOM

Breakout #2

Disparities in Dental Service Use in Rural California

Participants will identify disparities in dental care for rural California and explore best practices for community dental clinics to improve and expand their services for under-served populations.

SPEAKER: Len Finocchio, Dr.P.H., California HealthCare Foundation

MODERATOR: Sheilamarie Racicot, LMFT, Chair of CSRHA Conference Steering Committee

■ CHARDONNAY ROOM

TUESDAY | 12.02.08

PROMISING PRACTICES AND LEADERSHIP DEVELOPMENT

Breakout #3

TWO CASE STUDIES USING TECHNOLOGY TO MEET RURAL NEEDS

1) *Distance Learning Opportunities and Resources for Rural Health Professionals*

Participants will explore the capabilities of the California Community College System as a source of training options for health care workers, and leave the session with a plan for contacting their local community college for a specific training need.

SPEAKERS: Barry Russell, College of the Siskiyous; Linda Zorn, Regional Health Occupations Resource Center (RHORC)

2) *School-Based Telemedicine Projects*

Participants will learn about the process of assessing community needs and assets, identifying the role of school-based telemedicine in meeting the communities' needs, and developing an implementation plan, and be introduced to the efforts of two rural California communities, Fresno and Plumas counties.

SPEAKER: Jenny Kattlove, The Children's Partnership

MODERATOR: Charla Parker, MPA, Director of Planning and Program Development, Colusa Regional Medical Center

■ BRANDYWINE ROOM

12:00-12:30p

BREAK IN EXHIBITOR HALL

■ ATRIUM

Poster Presentations

■ ZINFANDEL ROOM

12:00 -12:10 *Improving Access to Care for Children with Epilepsy in Rural and Frontier Communities (Alaska, Wyoming, Nevada and California)*

Cary Kreutzer, MPH, RD and Bill Stacks

USC Center for Excellence in Developmental Disabilities,
Children's Hospital Los Angeles

12:10-12:20 *Nursing Interventions in Chronic Care:*

A Glimpse Inside the Black Box of Case Management

Nancy Oliva PhD, RN

UCSF Phillip R. Lee Institute for Health Policy Studies

12:30-1:30p

RURAL CHAMPIONS AWARDS LUNCHEON

Community Leaders and an elected official will be recognized for their significant contributions towards creating healthier rural communities.

MODERATOR: Deborah Riordan, PT, MPH, President-Elect, California State Rural Health Association

■ BALLROOM

1:45-3:00p

CONCURRENT SESSIONS

FINANCIAL SUSTAINABILITY

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Breakout #4

Cost-Efficient Service Delivery and Maximizing Use of Community Resources for Rural Healthcare Providers

Participants will learn how to develop new models of service delivery to maximize throughput while maintaining cost efficiency, how to develop and expand professional and community relationships to help facilitate donations, and the role of Shriners Hospital for Children Northern California in rural Communities.

SPEAKER: Margaret Bryan, Shriners Hospital for Children Northern California

MODERATOR: Judith Shaplin, Chief Executive Office and President,
Mountain Health and Community Services, Inc.

■ CABERNET ROOM



Breakout #5 **Federal Designation and CMS Rule Updates**

The attendees will receive an overview of the proposed CMS changes in RHC program participation and what their impact could be on California clinics. The presenters will distill the regulations down to a few important points that RHC's need to consider in the future.

SPEAKERS: Konder Chung, Office of Statewide Health Planning and Development; Julie Montoya, Office of Statewide Health Planning and Development; Steve Rouso, HFS Consultants; Bill Deane, HFS Consultants

MODERATOR: Kathleen Maestas, Program Administrator, Rural Health and Policy Council

■ CHARDONNAY ROOM

Breakout #6 **Rural Telehealth Network Development: Impact on Rural California**

Participants will learn how Rural Telehealth Network Development has impacted access to specialty services in rural California, identify the most common services provided as well as gaps in service, and identify developments in California's telemedicine reimbursement policy.

SPEAKERS: Christine Martin, M.B.A., P.M.P., M.T. (ASCP), California Telemedicine and eHealth Center; David Harry, Ph.D., UC Davis Health System; Stacey Cole, M.B.A., UC Davis Health System; Thomas Nesbitt M.D., M.P.H., UC Davis Health System; Earl Ferguson, M.D., Ph.D., Ridgecrest Regional Hospital

MODERATOR: Gail Nickerson, Director, Clinic Operations, Adventist Health

■ BRANDYWINE ROOM

3:00-3:30p **BREAK IN EXHIBITOR HALL**

■ ATRIUM

Poster Presentations

■ ZINFANDEL ROOM

- 3:00-3:10 *Estimating Sustainability for a Rural Health Information Exchange*
Will Ross
Redwood MedNet
- 3:10-3:20 *COBRA and HIPPA Overview*
Dania Kanafani
U.S. Dept. of Labor, Employee Benefits Security Administration (EBSA)
- 3:20-3:30 *Rural HIV-infected Women's Access to Care: Lessons from California*
Sophia Vourthis, MPH
Stanford University, School of Medicine, Infectious Disease Division

3:30-5:00p **PLENARY SESSION: RESULTS STRATEGIES AND ADVOCACY**

SPONSORED BY APS HEALTHCARE

Marc Thibault and Steve Barrow will present an interactive workshop to enhance participants' knowledge of statewide efforts related to rural health care that can enhance their ability to address local needs. The presenters have a combined 60 years' of experience working on projects related to advocacy, strategic planning, coalition building, and legislation, using results focused techniques. The workshop will be conducted in three phases, with each phase including a didactic component followed by hands on small group work sessions, to allow participants to practice with and explore the information covered.

SPEAKERS: Steve Barrow, Director, Results Strategies & Advocacy Institute; Marc Thibault, Result Strategies & Advocacy Institute

■ BALLROOM



7:30-11:00a REGISTRATION OPEN

■ LOBBY

7:30-8:45a CONTINENTAL BREAKFAST

■ BALLROOM

8:00-8:45a BREAKFAST CHATS

Breakfast Chats provide attendees with an informal venue for discussing important rural health issues, sharing resources and meeting others interested in similar topics.

■ BALLROOM

8:45-9:15a KEYNOTE SPEAKER

A.G. Kawamura, Secretary, Department of Food and Agriculture

Governor Schwarzenegger appointed A.G. Kawamura as secretary of the California Department of Food and Agriculture in November 2003. Secretary Kawamura is a produce grower and shipper from Orange County, where his family grows strawberries, green beans and other specialty crops. Secretary Kawamura is widely known for his passion for education and for his commitment to the issues of hunger and nutrition.

■ BALLROOM

9:20-10:45a RURAL HEALTH POLICY COUNCIL PUBLIC MEETING

Morgan Staines,
representing Renée Zito, LMSW, CASAC, Director
CA Department of Alcohol and Drug Programs

Steven Tharratt, MD,
Emergency Medical Services Authority

Sandra Shewry, MPH, MSW,
Department of Health Care Services

Mark B. Horton, MD, MSPH,
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Stephen W. Mayberg,
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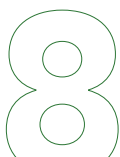
■ BALLROOM

10:45-11:20a NATIONAL AFFAIRS UPDATE

The 2008 election is bringing change to Washington. Mr. Tim Fry, a member of NRHA's lobbying team working on Capitol Hill, will offer attendees inside-the-beltway speculation on these changes under a new President, Congress and how these projected changes could impact the provision of quality health care to rural and underserved communities. This Washington insider will present an outline of the NRHA's government affairs strategy for 2009, and will discuss strategies for rural health care professionals working around the country to become engaged in policy and in ensuring that rural America has a voice at the federal level.

SPEAKER: Tim Fry, National Rural Health Association

■ BALLROOM



11:20a-12:00p STATE AFFAIRS UPDATE

Review of current data regarding California's rural health status and our healthcare delivery system.

Sam Willburn, Chief
Primary and Rural Health Systems Branch

■ BALLROOM

12:00-12:15p STATE AND FEDERAL QUESTION AND ANSWER SESSION

■ BALLROOM

12:15-1:30p LEGISLATIVE TOWN HALL MEETING LUNCHEON

Meet with California legislators and their staff for an informal, solution-oriented dialogue on policy issues impacting California's rural communities.

PANELISTS: Senator Roy Ashburn; Senator Sam Aanestad; Michelle Cabrera, Legislative Aide for Senator Denise Moreno-Ducheny; Chuck Hahn, Chief of Staff for Senator Dave Cogdill; Assemblymember Roger Niello; Assistant Speaker Pro-Tem, Assemblymember Lori Saldana

MODERATOR: Judith Shaplin, Chief Executive Office and President, Mountain Health and Community Services, Inc.

■ BALLROOM

EXHIBITORS

- Angel Flight West Foundation
- Anthem Blue Cross
- APS Healthcare
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- Breast Cancer Network of Strength Northern California
- California Telehealth Access Program
- California Telemedicine and eHealth Center
- eHealthCare Systems
- Gardner Group, LLC
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- Health Net of California
- NORCAL Mutual Insurance Company
- National Rural Health Association
- Public Health Institute- NCI's Cancer Information Services
- Public Health Institute- Colorectal and Overview Cancer Program
- Quest Diagnostics
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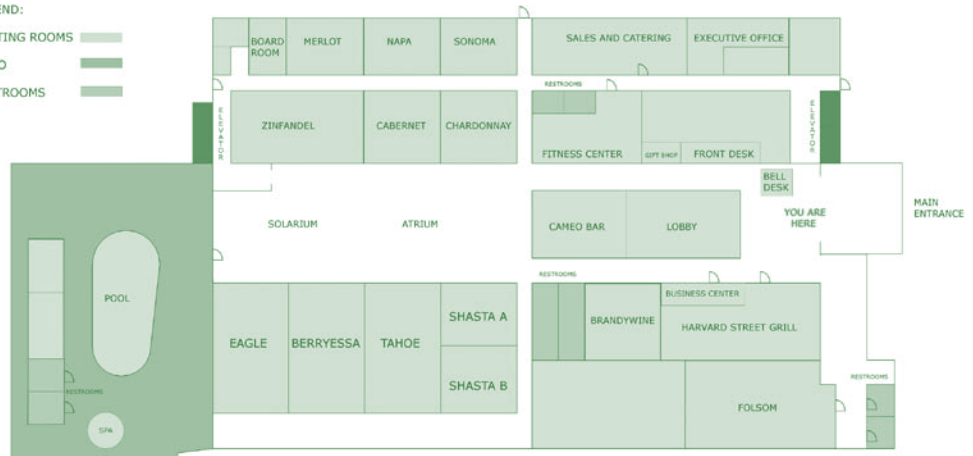
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