

**Weaving the Threads of Rural Health**  
**June 23 & 24, 2014**  
**Duluth, Minnesota**

**HOSTED BY**

The Minnesota Department of Health—Office of Rural Health and Primary Care, the Minnesota Rural Health Association, and the National Rural Health Resource Center, together with their partners.

MINNESOTA  
**RURAL**  
**HEALTH**  
CONFERENCE



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Join the Conference conversation on Twitter **#MNRHC**

# Dear Rural Health Colleagues,

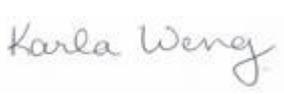
The 2014 Minnesota Rural Health Conference, "Weaving the Threads of Rural Health," invites rural health stakeholders to discover the promising practices and reform happening in health care. This year's conference will include sessions on the partnerships that are so important in health care today, tools and resources, operational effectiveness, and patient engagement across an array of rural health topics.

The Minnesota Rural Health Conference features innovative, local and state solutions to challenges while encouraging informed and visionary leadership for the future.

We welcome everyone interested in rural health to join us June 23-24, 2014 at the Duluth Entertainment and Convention Center (DECC).



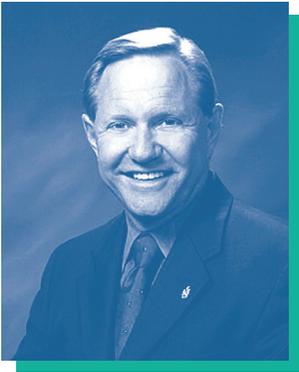
**MARK SCHOENBAUM**  
*Director*  
Office of Rural Health &  
Primary Care, Minnesota  
Department of Health



**KARLA WENG**  
*President*  
Minnesota Rural  
Health Association



**SALLY BUCK**  
*Chief Executive Officer*  
National Rural Health  
Resource Center



### **Quint Studer**

*Founder, Studer Group*

Quint Studer is the founder of Studer Group®. Quint has been in the health care field for over 29 years. Quint's health care career began in a 35-bed specialty hospital. He has worked as a supervisor, manager, department director, vice president, senior vice president, chief operating officer and president of a large hospital. Quint has served as a Board Member at the Association of University Programs in Health Administration (AUPHA) and the Healthcare Financial Management Association (HFMA). He has also served as a Think Tank Panelist in Washington D.C. and is Faculty in Residence at George Washington University and a Guest Professor at Cornell University. Currently he serves on the Board of a major health care system. Studer Group is an outcomes firm that implements Evidence-Based Leadership<sup>SM</sup> systems and practices to help organizations achieve, sustain and accelerate performance. Studer has written and contributed to a number of books including *A Culture of High Performance*, just released in October 2013, and *Hardwiring Excellence*, one of the most-read leadership books written for health care.



### **Kathy Annette, M.D.**

*President/CEO, Blandin Foundation*

A lifelong resident of rural Minnesota, Dr. Kathleen Annette is a recognized leader at local, regional and national levels. Kathy grew up on the Red Lake Indian Reservation and is enrolled with the White Earth Band of Ojibwe. She received both her medical and undergraduate degrees from the University of Minnesota. She is the first woman in the Minnesota Ojibwe Nation to become a physician. Kathy retired from federal service after 26 distinguished years, having served as deputy director of field operations of the Indian Health Service based in Bemidji. Her many honors include Presidential Meritorious Awards and a Presidential Distinguished Service Award; the national American Indian Physician of the Year Award; the Northwest Minnesota Foundations' Quality of Place Award; and the Jake White Crow National Award of the National Indian Health Board. In 2005, Dr. Annette served as the on-site coordinator and leader in response to the Red Lake High School shootings, assisting the community in the aftermath of this tragedy both immediate and long-term. For her service, the Red Lake Ojibwe Nation bestowed honorary membership—an honor received by only three individuals. Kathy is a longtime partner of the Blandin Foundation, having served as a board member for 12 years (1991-2003) and chaired and participated in the Foundation's American Indian Advisory Committee (2004-2011). She is an alumna of the first Blandin Reservation Community Leadership Program cohort in 2001.



### **Ed Ehlinger, M.D., M.S.P.H.**

*Commissioner, Minnesota Department of Health*

Minnesota Gov. Mark Dayton appointed Edward Ehlinger, M.D., M.S.P.H., to serve as Minnesota Commissioner of Health in January 2011. Dr. Ehlinger directs the work of the Minnesota Department of Health, the state's lead public health agency, which is responsible for protecting, maintaining and improving the health of all Minnesotans. Commissioner Ehlinger was director and chief health officer for Boynton Health Service at the University of Minnesota (1995-2011). He has also served as an adjunct professor in the Division of Epidemiology and Community Health at the University of Minnesota School of Public Health and director of Personal Health Services for the Minneapolis Health Department.



# CONFERENCE HIGHLIGHTS

## EXHIBIT FAIR

The Exhibit Fair will be the hub of activity for the networking lunch and breaks. Each year, we sell out our exhibit hall with over 80 exhibitors. Informational exhibits with program and resource information will be on display throughout the Conference. Exhibitor space will be reserved in the order payment is received, and fills up fast. Exhibitor registration is online at: [minnesotaruralhealthconference.org/exhibit](http://minnesotaruralhealthconference.org/exhibit).

## SPONSORSHIP OPPORTUNITIES

There are a number of new sponsorship opportunities this year in all price ranges, some of which include a complimentary exhibit booth and registration. If your organization would like to sponsor the Minnesota Rural Health Conference, complete online registration at: [minnesotaruralhealthconference.org/sponsor](http://minnesotaruralhealthconference.org/sponsor) or contact Kim Nordin at 218-727-9390 ext. 237 or [knordin@ruralcenter.org](mailto:knordin@ruralcenter.org).

## PRIZE DRAWINGS

Participants who visit the Exhibit Fair and stay until the end of the Conference are eligible for exciting prizes. A special drawing will also take place at Monday evening's reception.

## HEALTH CARE HOME CERTIFICATION AND RECERTIFICATION Q & A

*Sponsored by the Minnesota Department of Health, Health Care Homes (MDH HCH)*

*Monday, June 23, 8:00 a.m. - 9:00 a.m. and Tuesday, June 24, 7:00 a.m. - 8:00 a.m.*

Join us for an interactive discussion related to Health Care Home certification and recertification. MDH HCH Certification is an approach to primary care delivery in which providers, families and patients work in partnership to improve health and quality of life for individuals with chronic health conditions and disabilities and reduce health care costs and inefficiency. MDH HCH Planners supporting north central and southern Minnesota will be available to provide guidance and answer questions.

## MINNESOTA RURAL HEALTH ASSOCIATION POLICY FORUM

*Monday, June 23, 3:45 p.m. - 5:00 p.m.*

Join state and national policy experts in a facilitated discussion on issues gathered from a pre-Conference participant survey.

## MONDAY EVENING RECEPTION

*Monday, June 23, 5:00 p.m. - 6:30 p.m.*

Enjoy music from one of Duluth's favorite local bands, appetizers and networking with fellow Conference attendees.

## MINNESOTA RURAL HEALTH AWARDS PRESENTATION

*Tuesday, June 24, 12:45 p.m. - 1:30 p.m.*

The Minnesota Rural Health Hero and Team Awards will be presented at the Awards Luncheon. Find out more and nominate an outstanding individual or team at [minnesotaruralhealthconference.org/heroes](http://minnesotaruralhealthconference.org/heroes) by May 9, 2014.

# JUNE 23rd

**MONDAY**  
Critical Access  
Hospital Focus

7:30–9:00	Registration & Breakfast
9:00–9:15	Welcome
9:15–10:15	Keynote: Quint Studer
10:15–10:45	Exhibit Break
10:50–11:50	Breakout Session 1
12:00–1:00	Networking Lunch
1:00–2:00	Breakout Session 2
2:00–2:30	Exhibit Break
2:35–3:35	Breakout Session 3
3:45–5:00	MRHA Policy Forum
5:00–6:30	Reception & Prize Drawing

# JUNE 24th

**TUESDAY**  
Community Focus

7:00–8:00	Registration & Breakfast
8:00–8:15	Welcome
8:15–9:15	Keynote: Kathy Annette, M.D.
9:15–9:45	Exhibit Break
9:50–10:50	Breakout Session 4
10:50–11:25	Exhibitor Break
11:30–12:30	Breakout Session 5
12:45–1:30	Awards Luncheon
1:30–2:00	Closing Keynote: Ed Ehlinger, M.D., M.S.P.H.
2:00–2:15	Closing Comments & Prize Drawing



# BREAKOUT SESSIONS

## A

## B

## C

## D

## E

## F

### MONDAY 1 10:50 a.m. – 11:50 a.m.

The Small Rural Health Care Home Clinic - Unique Designs to Meet the Standards

The Commons Health Hospital Challenge: Moving from Healthy Pledge to Healthy Practice

Standardizing Quality Management Across a Rural Health Network

Minnesota Toward Zero Deaths: The Role of Health Care

Considerations for Critical Access Hospital Swing Bed Use

Developing a Maternal Mental Health Promotion Model in a Rural Health Facility

### MONDAY 2 1:00 p.m. – 2:00 p.m.

CEO Roundtable

Building Synergies between HIE, Broadband and Telehealth

Creating Community Partnerships to Serve Older Adults in Rural Areas

Maximizing Efficiency and Productivity in Your Rural ER

Population Health for Critical Access Hospitals

Mental Health Workforce Forum

### MONDAY 3 2:35 p.m. – 3:35 p.m.

Making Rural Community Paramedic Services a Reality

Reaching Out to All Who Served Through Technology & Innovation

RARE Tools to Prevent Readmissions

Using Data from the Central Minnesota Community Health Survey for Programming and Policy Decisions

Learning Collaboratives to Improve Pediatric Health

Policy-Relevant National Research on Critical Access Hospitals

### TUESDAY 4 9:50 a.m. – 10:50 a.m.

Community Care Teams, Shared Care Coordination, and Improved Health Outcomes

Leading Change Without Losing It to Stress

Seeing Sepsis: Reducing Severe Sepsis Mortality in Rural Hospitals

Utilizing Dental Therapists to Increase Access and Improve Care

Using Innovation and Technology in Rural Critical Care

Promoting Practice-Ready Primary Care APRNs: A Partnership between Academia and a Rural Health Facility

### TUESDAY 5 11:30 a.m. – 12:30 p.m.

From Cornfields to Classrooms to Collaborations: How Our Medical School Can Partner with Your Rural Community

Using e-Health: EHRs, HIE and the Minnesota Accountable Health Model

Improving 'Disaster' at Rural Hospitals

Community Partners Working Together to Increase Hospice Use

Rural Oral Health: Challenges and Practice Models

# MONDAY, JUNE 23

## Critical Access Hospital Focus

### Registration & Continental Breakfast

7:30 a.m. - 9:00 a.m.

### Health Care Home Certification and Recertification Q & A (St. Louis River Room)

*Sponsored by the Minnesota Department of Health, Health Care Homes (MDH HCH)*

Monday, June 23, 8:00 a.m. - 9:00 a.m. and  
Tuesday, June 24, 7:00 a.m. - 8:00 a.m.

Join us for an interactive discussion related to Health Care Home certification or recertification. MDH HCH Certification is an approach to primary care delivery in which providers, families and patients work in partnership to improve health and quality of life for individuals with chronic health conditions and disabilities and reduce health care costs and inefficiency. MDH HCH Planners supporting north central and southern Minnesota will be available to answer questions and provide guidance.

### Welcome (Lake Superior Ballroom)

9:00 a.m. - 9:15 a.m.

### Opening Keynote

*Quint Studer, Founder, Studer Group*

*"A Culture of High Performance"*

9:15 a.m. - 10:15 a.m.

Our industry has always dealt with change. But the environment we're navigating now requires change at a new level. We've moved from experiencing episodic change to continuous change and that requires a whole different set of skills and a whole different level of urgency. This session will review the framework, principles, processes and tactics that hardwire excellence in your organization—all the while growing a culture of consistent, reliable execution that drives quality higher as it controls costs. Attend the presentation for a free copy of Quint's newest book, *A Culture of High Performance*.

### Break (Exhibit Hall)

10:15 a.m. - 10:45 a.m.

### Breakout Session 1

10:50 a.m. - 11:50 a.m.

#### 1A—The Small Rural Health Care Home Clinic – Unique Designs to Meet the Standards

- *John Halfen, M.D., Lakewood Health System*
- *Danette Holznagel, R.N., B.A.N., C.D.E., P.H.N., F.C.N., Minnesota Department of Health*
- *Kathy Johnson, Johnson Memorial Health Services*

Health Care Home Certification supports clinics in transforming services to improve health outcomes, reduce cost and improve patient satisfaction. This panel presentation will tell the story of two clinics and their journey in primary care transformation while discussing challenges, successes and suggestions. Learn how to meet specific HCH standards to achieve HCH certification in a rural clinic setting.

#### 1B—The Commons Health Hospital Challenge: Moving from Healthy Pledge to Healthy Practice

- *Jamie Harvie, Institute for a Sustainable Future*
- *Emily Onello, M.D., University of Minnesota Medical School, Duluth*
- *Brianne Solem, Grand Itasca Clinic and Hospital*

The Commons Health Hospital Challenge is a recognition program for hospitals that link clinical practice with health promotion and primary prevention. The Challenge includes three components: the phase-out of sugary beverages, the use of healthy local food (20% by 2020) and adoption of baby-friendly guidelines. Learn how the Challenge can help your hospital or health system take a leading role in supporting community health, employee health and the work of primary care clinicians.

## 1C—Standardizing Quality Management Across a Rural Health Network

- *JoAnn Foltz, R.N., Sanford Health*
- *Chery Simpson, R.N., Sanford Health*
- *Carrie Zimmerman, M.A., Sanford Health*

Hear how a group of quality leaders from seven Critical Access Hospitals and four long-term care facilities successfully created and implemented a standardized annual quality plan, standardized metrics, and led improvement initiatives in their facilities and across the Sanford Health Network - North Region. Learn about the quality management ideas, experiences and tools the group developed and implemented in one year's time.

## 1D—Minnesota Toward Zero Deaths: The Role of Health Care

- *Kristine Hernandez, M.B.A., Minnesota Toward Zero Deaths*
- *Tom Nixon, Minnesota Toward Zero Deaths*

Minnesota Toward Zero Deaths (TZD) works to reduce serious injuries and fatal crashes on our roadways by utilizing the "4Es": education, engineering, enforcement and emergency trauma services. Health care is one of the four major pillars of TZD. Learn what TZD is, what emergency trauma services have already accomplished, how health care can play a role in preventing traffic injuries/deaths and how to become involved.

## 1E—Considerations for Critical Access Hospital Swing Bed Use

- *Chris Boldt, Benedictine Health System*
- *Patti Cullen, M.A., Care Providers of Minnesota*
- *Cheryl Hennen, Minnesota Board on Aging/ Department of Human Services*

Patients are increasingly being referred for post-acute care to swing beds in Critical Access Hospitals that may or may not be in their "home" communities, rather than to local skilled nursing facilities. This panel will provide an overview of this practice and describe how it is affecting long-term care facilities, particularly in rural areas. It will also suggest ways for better collaborations between settings of care and explore the implications of post-discharge choice on consumer quality of life.

## 1F—Developing a Maternal Mental Health Promotion Model in a Rural Health Facility

- *Nicolle Uban, Ph.D., C.N.M., Lakewood Health System*

- *Paul Davis, Ph.D., L.P., Lakewood Health System*

Mental health is key to population health, and screening is an important part of patient-centered care. Hear how Lakewood Health System, a system serving a five-county rural area, integrated behavioral health into perinatal care through the Maternal Mental Health Promotion Model. Learn how standardized screening of all pregnant and postpartum women is used to identify depression and initiate treatment and is built into the Electronic Medical Record (EMR) system, resulting in timely referrals and appropriate treatments.

## Networking Lunch (Exhibit Hall)

12:00 p.m. - 1:00 p.m.

## Breakout Session 2

1:00 p.m. - 2:00 p.m.

## 2A—CEO Roundtable

- *Mark Schoenbaum, Minnesota Department of Health, Office of Rural Health and Primary Care, Facilitator*
- *Critical Access Hospitals leaders, TBD*

Critical Access Hospital Chief Executive Officers (CEOs) are invited to join a wide-ranging conversation featuring a panel that will share insights on planning for and responding to state, federal and other health reform changes facing hospitals and their communities. This is a great opportunity for open dialogue with other Critical Access Hospital leaders.

## 2B—Building Synergies Between HIE, Broadband and Telehealth

- *Jeff Plunkett, Community Health Information Collaborative*
- *Cheryl Larsen, Community Health Information Collaborative*
- *Maureen Ideker, R.N., B.S.N., M.B.A., L.N.H.A., Essentia Health*

Broadband is important for both telehealth and Health Information Exchange (HIE). Learn about programs helping make these capabilities possible, including the Greater Minnesota Telehealth Broadband Initiative, the FCC's new Healthcare Connect Fund and HIE-Bridge, which is supporting coordination of care among Minnesota providers and helping facilities meet federal mandates such as Meaningful Use and Minnesota's 2015 Interoperable Electronic Health Record Mandate.

## 2C—Creating Community Partnerships to Serve Older Adults in Rural Areas

- *Lynn Buckley, Caring Connections Adult Day Care*
- *Robin Weis, Minnesota River Area Agency on Aging, Inc.*

The Minnesota River Area Agency on Aging (MNRAAA) and Caring Connections Adult Day Center have begun collaborating with other community partners to educate older adults, caregivers and aging professionals in Redwood County. Learn how these partners have worked together through successful initiatives like the Redwood Area Dementia Awareness Network, the Healthy Aging series and Virtual Dementia Tours. Learn the methods and techniques of building such successful partnerships and promoting programs on limited budgets.

## 2D—Maximizing Efficiency and Productivity in Your Rural Emergency Room

- *Bruce Penner, R.N., Integrity Health Network*
- *David Luehr, M.D., Raiter Clinic*

Rural emergency departments face an array of clinical and operational challenges in today's changing health care environment. Learn how the costs of primary care and emergency departments compare, and how to improve the operational efficiency of the emergency room to justify and maximize reimbursement while providing the best level of care. Understand the differences between clinical integration and clinical alignment. Hear real-life examples of how shared care guidelines and improved communication and coordination of care can address chronic illness in the emergency room.

## 2E—Population Health for Critical Access Hospitals

- *Kami Norland, M.A., National Rural Health Resource Center*
- *Karla Weng, M.P.H., Stratis Health*
- *Harry Jasper, Southern Humboldt Community Healthcare District*

The U.S. health care industry is in the midst of transformation towards a new business model centered on the delivery of comprehensive care and management of total cost risk. Population health is a key component in these new delivery and payment models. Discover the best practices and lessons learned for Critical Access Hospitals to participate in population health. Learn about technical assistance and resources available to support these new models.

## 2F—Mental Health Workforce Forum

- *Mary Rosenthal, M.L.S., HealthForce Minnesota, Winona State University*

Minnesota has a critical shortage of mental health care workers. To address this crisis, the Minnesota Legislature asked Minnesota State Colleges and Universities (MnSCU) to convene a summit and develop a statewide mental health workforce plan to (1) increase the number of qualified people working at all levels of our mental health system, (2) ensure appropriate coursework and training, and (3) create a more culturally diverse workforce. This is an opportunity for you to help develop the plan by weighing in with your ideas and experiences.

### Break (Exhibit Hall)

2:00 p.m. - 2:30 p.m.

### Breakout Session 3

2:35 p.m. - 3:35 p.m.

## 3A—Making Rural Community Paramedic Services a Reality

- *Erica Keppers, R.N., P.H.N., Wadena County Public Health*
- *Allen Smith, N.R.E.M.T.P., Tri-County Health Care*
- *Sara Stone, Tri-County Health Care*

The Tri-County Health Care (TCHC) Community Paramedic Program serves Wadena County and parts of Todd and Otter Tail Counties with a goal of integrated health care. Hear how TCHC created its program and how this emerging profession functions in a rural health setting. Learn how the program was created and the nuts and bolts of its operations, including services offered, the referral process and reimbursement strategies. The presenters will also discuss how the program supports integrated care.

## 3B—Reaching Out to All Who Served Through Technology & Innovation

- *Joann Houge, St. Cloud Veterans Affairs Health Care System*
- *Luke Steinbach, M.S., St. Cloud Veterans Affairs Health Care System*

St. Cloud Veterans Affairs Health Care System (HCS) provides individual and specialized care through a variety of telehealth, home-based primary care and mobile services. This session will provide an overview of the Veteran population in west central Minnesota, the unique challenges it faces, and how the VA

addresses those issues through services like clinical video telehealth and home telehealth. Hear how the services have been implemented, acceptance by providers and patients, benefits, challenges and more.

### **3C—RARE Tools To Prevent Readmissions**

- **Cindy Conkins**, ARDC Arrowhead Area Agency on Aging
- **Kathryn Kuhlmeier**, Community Memorial Hospital
- **Megan Udenberg**, PharmD, U of MN College of Pharmacy and Community Memorial Hospital

Community Memorial Hospital in Cloquet has used RARE (Reducing Avoidable Hospital Readmissions Effectively) tools to achieve potentially preventable readmissions (PPR) rates as high as 0.83, compared to the statewide goal of 0.80. Additional coordination with Arrowhead Area Agency on Aging programs, medication management, and area health systems is further improving inpatient, transition and ambulatory care. Learn more about the RARE and RED (Re-Engineered Discharge) campaigns and how they can trigger development of a county-wide safety net that taps into local, state and national resources for at-risk populations.

### **3D—Using Data from the Central Minnesota Community Health Survey for Programming and Policy Decisions**

- **Renee Frauentienst**, R.N., P.H.N., C.P.I., Stearns County Public Health
- **Amanda Peterson**, M.P.P., Wilder Research
- **David Tilstra**, M.D., ContraCare Clinic

In 2013, a collaborative of five county public health agencies and three health systems in Central Minnesota contracted with Wilder Research to conduct a survey of 3,000 adult residents in the five counties. Learn about the survey findings and how public health departments, providers and other decision-makers are using this data in a variety of programming and policy decisions, including use in Community Health Improvement plans, Statewide Health Improvement Program grants and federally required community health assessments.

### **3E—Learning Collaboratives to Improve Pediatric Health**

- **Katherine Cairns**, M.P.H., M.B.A., R.D., Minnesota Chapter of the American Academy of Pediatrics

Health care silos, while useful for specific clinics or hospitals, are transitioning to health care communities. Hear how different types of learning collaboratives have made a difference in their communities. Learn about a pediatric prevention outreach collaborative serving Somali families in both an urban setting and a rural community; a pediatric obesity prevention learning collaborative; and a collaborative of urban and rural pediatric hospitals, clinics and a health plan that are working on transitions between sites of care to reduce readmissions through patient/family partnerships.

### **3F—Policy-Relevant National Research on Critical Access Hospitals**

- **Michelle Casey**, M.S., University of Minnesota Rural Health Research Center
- **Ira Moscovice**, Ph.D., University of Minnesota Rural Health Research Center

The past year has seen important research and policy developments related to Critical Access Hospitals (CAHs). Learn about a national study of Medicare beneficiaries who received emergency care in a CAH and were transferred to another hospital for care, and the similarities and differences that study revealed in diagnoses and transfer patterns between CAHs, rural hospitals and urban hospitals. The session will also discuss implications of national proposals that would affect CAHs and rural residents, including those related to cost-based reimbursement and “necessary provider” criteria.

### **Minnesota Rural Health Association (MRHA) Rural Policy Forum (Harbor Side Ballroom)**

Join state and national policy experts in a facilitated discussion on issues gathered from a pre-conference participant survey. Speakers will be announced soon.  
3:45 p.m. - 5:00 p.m.

### **Reception and Prize Drawing (Harbor Side Horizon Foyer)**

5:00 p.m. - 6:30 p.m.

### **Minnesota Rural Health Association Annual Meeting (Board Room)**

The election of officers for 2014-2015 will be conducted in conjunction with the board meeting agenda. Guests and observers welcome.  
6:30 a.m. - 7:30 a.m.

### **Health Care Home Certification and Recertification Q & A (St. Louis River Room)**

*Sponsored by the Minnesota Department of Health, Health Care Homes (MDH HCH)*

Monday, June 23, 8:00 a.m. - 9:00 a.m. and  
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### **Registration & Continental Breakfast**

7:00 a.m. - 8:00 a.m.

### **Welcome (Lake Superior Ballroom)**

8:00 a.m. - 8:15 a.m.

### **Keynote**

*Kathy Annette, M.D. Blandin Foundation*

"Healthy, Hopeful, Vibrant Rural Communities"  
8:15 a.m. - 9:15 a.m.

In the wake of dramatic change in health care, leaders in Minnesota's rural communities are faced with new questions and new choices. The role of well-equipped and well-supported local leaders is more important than ever. From her career in health and at the helm of Minnesota's largest rural foundation,

Dr. Annette will explore ways to support rural communities as leaders design and claim futures that are vibrant, hopeful and healthy.

### **Break & Prize Drawing (Exhibit Hall)**

9:15 a.m. - 9:45 a.m.

### **Breakout Session 4**

9:50 a.m. - 10:50 a.m.

### **4A—Community Care Teams, Shared Care Coordination, and Improved Health Outcomes**

- *Pat Conway, Ph.D., M.S.W., Essentia Institute of Rural Health*
- *Heidi Favet, Essentia Health*

Care coordination, a key strategy in the Accountable Care Act, holds promise for improving health outcomes while reducing costs. The Ely Community Care Team (CCT) is creating a local approach to care coordination in a geographically remote, rural region. Learn how the interdisciplinary team has created organizational relationships, patterns of referral, and shared funding and data. Hear what the CCT learned from an evaluation process guided by community-based participatory research tenets, which included observation in the community and electronic data collection from patients.

### **4B—Leading Change Without Losing It to Stress**

- *Jo Preston, M.S., Rural Wisconsin Health Cooperative*

Change and stress: two facets of life that operate on a parallel continuum. Wildfire change can lead to over-the-top stress and illness. But we would be bored if things just stayed the same. How can we keep it in that "sweet spot"? Leave this session with tools and tips to get better results from the change efforts you lead. Learn how to trade unhelpful stress for productive stress by "thinking about your thinking." The session will include participant involvement using examples and small group application discussions.

#### **4C—Seeing Sepsis: Reducing Severe Sepsis Mortality in Rural Hospitals**

- *Marilyn Grafstom, R.N., M.P.A., Minnesota Hospital Association*
- *Tammy Hale, M.S.N., R.N., Tri-County Health Care*
- *Sherrie Muhs, R.N., C.E.N., Avera McKennan Hospital*

Severe sepsis is associated with a mortality rate of up to 50 percent in hospitals that do not use an early detection and treatment bundle. Learn about the Seeing Sepsis toolkit and the Surviving Sepsis Campaign developed by the Minnesota Hospital Association with funding from the Centers for Medicare and Medicaid Services' Leading Edge Advance Practice Topics (LEAPT) program. Hear how Avera Health has used e-emergency to improve sepsis care in rural hospitals, and a presentation on sepsis simulation.

#### **4D—Utilizing Dental Therapists to Increase Access and Improve Care**

- *Kendall Dammeier, D.D.S., Northland Smiles*
- *Teresa Johnson, D.D.S., Apple Tree Dental*
- *Lindsey Tischer, M.D.T., St. Joseph's Community Dental Clinic*

In 2009, Minnesota became the first state in the U.S. to establish licensure of dental therapists. Two dental therapy education programs have been developed and the first cohorts of dental therapists have graduated and entered the dental workforce. The biggest challenge to establishing this new profession is the lack of understanding on how a dental therapist can be utilized. Learn about the different models for incorporating a dental therapist as a part of the rural health care team. Dr. Karl Self, Director of the Division of Dental Therapy at the University of Minnesota, will serve as Moderator for the presentation.

#### **4E—Using Innovation and Technology in Rural Critical Care**

- *Jana Keefe, R.R.T., Cuyuna Regional Medical Center*
- *Renee Steffen, D.N.P., R.N., Cuyuna Regional Medical Center*

This presentation will present multiple methods and practices using innovation and technology to meet the needs of patients in rural areas. Cuyuna Regional Medical Center (CRMC) has developed a continuum of care for patients using technology that ranges from the use of eICU to community paramedics, elevating the level of care for patients at a rural critical access hospital while enhancing outreach in the community.

These services have helped both to increase the level of critical care to inpatients so they can stay in their own community and to decrease hospital readmissions once they are discharged.

#### **4F—Promoting Practice-Ready Primary Care APRN's: A Partnership Between Academia and a Rural Health Facility**

- *Laurel Ash, D.N.P., C.N.P., R.N., St. Scholastica*
- *Catherine Miller, D.N.P., C.N.P., R.N., St. Scholastica*

Providers in rural settings face various challenges as they transition from the role of student to the full scope of primary care practice. To bridge the gap for Advanced Practice Registered Nurses (APRN) students, curriculum and clinical experience have been re-envisioned. Learn about a unique clinical immersion program that includes a curriculum redesign focused on the special needs of rural populations to promote retention and decrease initial costs of onboarding and orienting a new hire.

#### **Break (Exhibit Hall)**

10:50 a.m. - 11:25 a.m.

#### **Breakout Session 5**

11:30 a.m. - 12:30 p.m.

#### **5A—From Cornfields to Classrooms to Collaborations: How Our Medical School Can Partner with Your Rural Community**

- *Sarah Beehler, Ph.D., UMD, Medical School*
- *James Boulger, Ph.D., UMD, Medical School*
- *Emily Onello, M.D., UMD, Medical School*

The need for community partners in training rural doctors has never been greater or the payoff more necessary. Learn about the longstanding collaboration between the medical school in Duluth and rural family physicians. How has Duluth continued to outpace other medical institutions in training rural physicians? What is the community's role? Hear about exciting innovations in training our future physicians, including a new 2014 tele-teaching program and rural-focused coursework in Community Health Assessments, inter-professional health care and service projects and how you can partner with the medical school.

## 5B—Using e-Health: EHRs, HIE and the Minnesota Accountable Health Model

- **Anne Schloegel, M.P.H., Minnesota Department of Health, Office of Health Information Technology**
- **Karen Soderberg, M.S., Minnesota Department of Health, Office of Health Information Technology**

The state of e-Health in rural Minnesota continues to evolve. Learn about the current adoption and use of electronic health records (EHRs) and health information exchange (HIE), and lessons learned from the Minnesota e-Health Connectivity Grant Program, which included many rural areas. Hear the latest on the Minnesota Accountable Health Model, a State Innovation Model (SIM) testing grant awarded by the Center for Medicare & Medicaid Innovation, and how e-health investments are helping to achieve a vision of shared cost and coordinated care.

## 5C—Improving 'Disaster' at Rural Hospitals

- **Reed Fricke, R.T.(R)(CT)(MR), M.B.A., Sanford Worthington Medical Center**
- **Dave McNab, NREMT-P, FireFighter 1, Sanford Worthington Medical Center**
- **Jennifer Weg, R.N., M.S., Sanford Worthington Medical Center**

Located in a community of 12,000 people in southwest Minnesota, Sanford Worthington Medical Center has experienced numerous events considered disastrous for a small rural hospital. Hear how the facility handled the Ice Storm of April 2013, ammonia exposures, multi-victim trauma accidents during winter weather, and fiber optic cable disruptions. Learn how hospital department managers and administrative leaders have evaluated these experiences from a multidisciplinary perspective to make improvements and ensure continuity of medical care.

## 5D—Community Partners Working Together to Increase Hospice Use

- **Terri Anderson, R.N., Glacial Ridge Home Care & Hospice**
- **Patrick Collins, R.N., Knute Nelson Hospice**
- **Sue Quist, R.N., C.H.P.N., Hospice of Douglas County**

Coverage for hospice services is generously available through Medicare, but it is significantly underutilized by beneficiaries in Minnesota. Stratis Health's Targeting Resource Use Effectively (TRUE) project is a one-year effort to help eligible patients get into hospice care sooner. Learn how Stratis is working

with the Alexandria community to identify barriers and solutions to hospice referral and utilization. Hear how three area Alexandria hospice programs are working with community partners to improve end-of-life care for the people in their community.

## 5E—Rural Oral Health: Challenges and Practice Models

- **Dave Andersen, D.D.S., Private Dental Practice**
- **John Lueth, D.D.S., Northern Dental Access Center**

Rural communities face an array of oral health challenges, including issues related to access to care and incidence of dental disease. Learn about two rural practice models—a community dental clinic and a private dental practice—and how these dentists collaborate with medical providers and address challenges in providing care. The presenters will also discuss the concept of the Dental Home and the impact of the Affordable Care Act on dentistry.

## Awards Luncheon (Harbor Side Ballroom)

12:45 p.m. - 1:30 p.m.

## Closing Keynote

**Ed Ehlinger, M.D. Commissioner, Minnesota Department of Health**

"Weaving the Threads of Opportunity for Health and Health Equity In Minnesota"

1:30 p.m. - 2:00 p.m.

Health disparities are one of the major challenges facing Minnesota. These disparities are keeping Minnesota from being the healthiest state possible. Many people look to the health care system to resolve these disparities, but the more we learn about what determines health, the more we realize the focus must be on broader social and economic conditions if we are to advance health equity. To eliminate these disparities and advance health equity in Minnesota, individuals, organizations and communities need to identify the opportunities for creating health that exist in all sectors and in all parts of the state. We need to embrace a health-in-all-policies approach to improving health and rebalance our investments in creating a healthy Minnesota.

## Closing Comments and Prize Drawing

2:00 p.m. - 2:15 p.m.

## LOCATION & LODGING



### DULUTH ENTERTAINMENT & CONVENTION CENTER (DECC)

350 Harbor Drive  
Duluth, MN 55802  
218-722-5573

[www.decc.org](http://www.decc.org)

### WEATHER

In June, temperatures in Duluth range from 56 to 78 degrees. The conference center can be chilly; we recommend that you dress in layers!

### LODGING GROUP NAME

**MN Rural Health Conference**  
Special rate will be held until May 23.

### A. CANAL PARK LODGE

*\$129/night (plus 13% tax)*  
250 Canal Park Drive  
Duluth, MN 55802  
800-777-8560

[www.canalparklodge.com](http://www.canalparklodge.com)

### B. COMFORT SUITES

*\$145.00 Cityview/night*  
*\$165.00 Lakeview/night*  
*(plus 13% tax)*  
408 Canal Park Drive  
Duluth, MN 55802  
(218) 727-1378

[www.comfortsuites.com/hotel-duluth-minnesota-MN03](http://www.comfortsuites.com/hotel-duluth-minnesota-MN03)

### C. INN ON LAKE SUPERIOR

*\$109/night (plus 13% tax)*  
350 Canal Park Drive  
Duluth, MN 55802  
888-668-4352

[www.theinnonlakesuperior.com](http://www.theinnonlakesuperior.com)

### D. HAMPTON INN

*\$129.00 Cityview/night*  
*\$149.00 Lakeview/night*  
*(plus 13% tax)*  
310 Canal Park Drive  
Duluth, MN 55802  
(218) 720-3000

<http://hamptoninn3.hilton.com/en/hotels/minnesota/hampton-inn-duluth-DULMNHX/index.html>

# REGISTRATION

## REGISTER ONLINE

Register online for the conference:  
[minnesotaruralhealthconference.org/register](http://minnesotaruralhealthconference.org/register)

## CONTACT

Questions, contact: Kim Nordin, 218-727-9390,  
ext. 237 or [knordin@ruralcenter.org](mailto:knordin@ruralcenter.org).

## REGISTRATION FEES

Pre-payment required

- \$170 full conference registration
- \$90 one-day registration
- \$115 full conference registration for speakers (\$55 discount)
- Travel Discount: \$115 full conference registration for those who travel more than 250 miles one-way to Duluth
- \$40 full conference registration for students

## AFTER MONDAY, JUNE 2, 2014

- \$190 full conference registration
- \$100 one-day registration
- \$130 full conference registration for speakers (\$55 discount)
- Travel Discount: \$130 full conference registration for those who travel more than 250 miles one-way to Duluth
- \$50 full conference registration for students

## CONTINUING EDUCATION CREDITS

(CEUs and CMEs)

Application has been made for continuing education for health care executives, nurses, nursing home administrators, pharmacists and physicians.

## CANCELLATIONS/SUBSTITUTIONS

Registration fees, minus a \$40 processing charge, will be refunded if written cancellation is received by **June 9, 2014**. If a registered person cannot attend, a substitute is welcome. Please email the name of the substitute to [ruralhealthconference@ruralcenter.org](mailto:ruralhealthconference@ruralcenter.org), so the attendee list can be updated.

Reasonable accommodations are available (e.g., dietary needs or sign language). Contact Kim Nordin, National Rural Health Resource Center, 218-727-9390, ext. 237 or [knordin@ruralcenter.org](mailto:knordin@ruralcenter.org).

# THANK YOU!

The Minnesota Department of Health—Office of Rural Health and Primary Care, Minnesota Rural Health Association and National Rural Health Resource Center thank members of the Planning Committee who contributed time and resources to develop the program, provide networking opportunities and promote the Conference.