

# 2021 Annual Educational Conference

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## ILLINOIS RURAL HEALTH ASSOCIATION 32nd Annual Educational Conference

**August 11-12, 2021**  
**I-Hotel in Champaign**

### Highlights include:

- **Community Paramedicine**
- **RHC Specific Sessions**
- **Telehealth Security**
- **Value Based Care Analysis**
- **Federal Rural Health Update**

*...and much more!*



## SCHEDULE AT A GLANCE

### WEDNESDAY, AUGUST 11<sup>TH</sup>

8:00-10:30 a.m. Exhibitor Set-up

10:45-Noon - Check-In and Exhibitor Visits

Noon - Sit Down Lunch Annual Meeting – Award Presentations

1:00-1:45 pm. General Session – Federal Rural Health Update  
by Brock Slabach, National Rural Health Association

2:00 p.m. Concurrent Sessions A

2:15-3:00 p.m. Break and Exhibit Time

3:00 p.m. Concurrent Sessions B

3:15-4:00 p.m. Break

4:00 p.m. Concurrent Sessions C

### THURSDAY, AUGUST 12<sup>TH</sup>

8:00-8:45 a.m. Breakfast Buffet and Exhibitor Visits

8:45 a.m. Raffle Drawing & Exhibitor Tear Down

9:15 a.m. General Session—Best Practices in Telehealth Security  
by Sarah Badaham, HIPAAtrek

10:00 a.m. Health Care Awards

10:30 a.m. Concurrent Sessions D

11:30 a.m. Concurrent Sessions E

Noon - Box Lunches to Go

All attendees and exhibitors invited to all meals and receptions.  
A block of rooms is being reserved under the discount code IRHA2021 for  
\$119.00 at the I-Hotel in Champaign 217-819-5000 through July 10<sup>th</sup>.



Illinois Rural Health Association

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## **GENERAL SESSION SPEAKERS**



**Wednesday, August 11<sup>th</sup> at 1:00 PM**  
**“Federal Rural Health Update” Keynote Presentation**  
**Brock Slabach, National Rural Health Association COO**



**Thursday, August 12<sup>th</sup> at 9:15 AM**  
**“Best Practices in Telehealth Security” Keynote Presentation**  
**Sarah Badaham, HIPAA Trek CEO/Founder**



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**IRHA 32nd ANNUAL EDUCATIONAL CONFERENCE**

**Aug.11-12, 2021 -I-HOTEL -Champaign\***

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\_\_\_\_ **Gold Sponsor: \$6,000 - Umbrella/Tote Bag Sponsor** includes choice of logo on umbrella or tote bag for each participant. Exhibit space, announcement at opening and closing sessions, full page program ad, 5 registrations/5 annual memberships, name on welcoming banner, website/newsletter recognition.

\_\_\_\_ **Silver Sponsor: \$3,000 - Meal Sponsor** includes signage and announcement at meal, exhibit space, 3 conference registrations/3 annual memberships, full page program ad, and website and newsletter recognition.

\_\_\_\_ **Bronze Sponsor: \$1,500 - Break Sponsor** includes exhibit space- 3 conference registrations/3 annual memberships, signage at breaks, ½ page program ad, and website/newsletter recognition.

\_\_\_\_ **For Profit Exhibitor: \$800** - Includes exhibit space and up to 2 registrations, 2 annual memberships, program/website/newsletter recognition.

\_\_\_\_ **Non-For Profit Exhibitor: \$600** - Includes exhibit space, 1 registration, 1 annual membership and program/website/newsletter recognition.

\_\_\_\_ **Full Page Program Ad: \$500** (includes one registration/membership)

\_\_\_\_ **Individual Registration-Member: \$195**

\_\_\_\_ **Non-Member: \$250** (includes 12-month membership)

\_\_\_\_ **Student: \$50**

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## WEDNESDAY, AUGUST 11TH

**8:00-10:30 A.M. Exhibitor Set-up**

**10:45-Noon Check-In and Exhibitor Visits**

**Noon Sit Down Lunch – Annual Meeting – Award Presentations**

### **1:00-1:45 P.M. • General Session**

**Federal Rural Health Update** – Brock Slabach, National Rural Health Association

### **2:00-2:45 P.M. • Concurrent Sessions A**

#### **A-1**

##### **Regulatory Issues Affecting Physician Recruitment for Rural Health Care Providers**

*Roy Bossen, JD, Hinshaw & Culbertson*

It is often difficult to recruit physicians and other providers to rural areas. This presentation will discuss the types of incentive packages that may be offered. It will also discuss implementing a compliance compensation program that meets the recruitment needs of the community, but ensures compliance with the myriad of regulatory issues involved in provider compensation.

#### **A-2**

##### **Technology for Virtual Care**

*Becky Sanders, Upper Midwest Telehealth Resource Center*

This session will provide examples of the myriad of digital peripheral equipment and videoconferencing platforms available to provide HIPAA-compliant care to your patients. We will also discuss the regulations pertaining to consent and documentation of virtual care visits, how to train your providers and prepare your patients for virtual visits.

#### **A-3**

##### **Assessing the Service Quality of Local Health Departments in Rural Illinois: Mitigating Opioid Overdoses and Promoting Prevention Care**

*Madhuvanti Mukherjee, Medical Student, University of Illinois*

Opioid overdose-deaths among Illinois-residents have increased from-2,167 deaths-in-2018-to-2,233 deaths in-2019. This increase can be attributed-primarily to Illinois' 83 rural-counties, where residents have limited-access to health-services and drug-treatment-options. Based on survey results of Illinois Local Health Department (LHD) administrators, the presentation will assess the effectiveness of current OUD and injection-related infectious disease services in mitigating rural-Illinois opioid use as well as identify avenues for further intervention, community collaboration, and improvement of LHD services by using the discussed conceptual health framework.

## WEDNESDAY, AUGUST 11TH (CONTINUED)

### 2:00-2:45 P.M. • Concurrent Sessions A

#### A-4

##### **COVID-19 and CEO Turnover: What's a Board to Do?**

*Robert Thorn, Pinnacle Healthcare Consulting*

Roughly one in five hospital CEOs leave their positions in any given year. The rate is even higher in rural communities; and that is during a “typical” year. With COVID-19, 2020 and 2021 have been anything but “typical.” In this presentation, we identify root causes of CEO turnover, and the toll it takes on an organization in terms of dollars and other costs. More importantly, we identify actions a board can take to help prevent CEO turnover, using three simple steps, ensuring it has the tools it needs to come out of a CEO transition governing an even stronger organization.

### 3:00-3:45 P.M. • Concurrent Sessions B

#### B-1

##### **Covering Your Bases: Managing PCI Compliance in a Multi-Exhibitor Multi-Cloud World**

*Mike Lendvay, Security Compliance Manager, CBOSS, Inc.*

Presentation will be a discussion about management of PCI DSS security requirements and mapping of required controls across a traditional environments, hybrid cloud, full cloud, and multi-cloud environments. Topics will cover the ideas of security control inheritance, scope containment, risk transference with a focus on how service providers can help meet compliance goals and how much responsibility still rests with the merchant. Included will be discussion of Exhibitor selection, understanding complementary controls, mapping of a PCI responsibility matrix, and how merchant responsibilities can be addressed by combining organizational controls with service provider tools.

#### B-2

##### **Reasonable Suspicion of Substance Use in the Workplace**

*Mindy Melton /Sandra Beecher*

*Business Development Coordinator/Senior Business Development Coordinators*

*Gateway Foundation*

Presentation will give a detailed definition of substance use disorder, how to identify potential substance use in the workplace and best methods for addressing substance use with employees. 70% of those who use illegal drugs are employed full time, this creates a risk to employers. We can provide direction on drug free work place policies and procedures as well free of charge.

## WEDNESDAY, AUGUST 11TH (CONTINUED)

### 3:00-3:45 P.M. • Concurrent Sessions B

#### B-3

##### **RHC Billing, Modernization Act and Telehealth Update**

*Charles James, President-Elect, Illinois Rural Health Association*

Discuss the RHC Modernization Act and how it will affect the economics of RHCs. We will distinguish from the comprehensive reimbursement reform that was passed in 2020, with the policy goals that remain with the RHC Modernization Act. We will review the RHC Reimbursement Reform and the current status of CMS rule implementation and MAC payments.

#### B-4

##### **Rural Health Challenges and Best Practices For Hiring and Developing RCM Staff**

*Lori Zindl, President, OS, inc./efficientC*

It's tougher than ever for rural hospitals to find and retain Revenue Cycle talent. Larger hospitals that can easily offer remote work are starting to compete for (and sometimes steal) the same resources as rural hospitals as location becomes less of a concern. This session will provide tools, techniques and practical advice to find and develop RCM personnel for Registration, Coding and the Business office. The session will dive into onboarding recommendations, curriculum and training options along with employee performance metrics and scorecards.

### 4:00-4:45 P.M. • Concurrent Sessions C

#### C-1

##### **Best Practices: Care Coordination & Building a CCM Program (RHC specific)**

*Trudi Colby, Illinois Critical Access Hospital Network*

Best Practices: Care Coordination & building a CCM Program:

Care Coordination and Chronic Care Management (CCM) are two of the significant steps Rural Health Care (RHC) staff and providers can make towards improving patient outcomes. Utilizing patient/staff relationship building, early diagnosis in collaboration with increasing preventive care, and increasing patient education opportunities through care coordination and CCM services is how rural healthcare moves toward value-based care. By understanding the value of care coordination and CCM services, the staff, the providers, and the patients can understand how such added services can transform the patients' quality of care.

## WEDNESDAY, AUGUST 11TH (CONTINUED)

4:00-4:45 P.M. • Concurrent Sessions C

### C-2

#### **Mobile Integrated Healthcare and Community Paramedicine**

*Nicolas Thomas and Amanda Talamantes, Horizon Health (Paris Community Hospital)*

The Public Health Emergency has allowed RHCs and FQHCs across the country to implement Telehealth Services as a distant site. We will discuss these flexibilities and how to bill Medicare and IDPA Telehealth claims. This will include a review of the differences between Virtual Check-In, Telephone-Only, Patient Portal Communication, and how Care Management may fit in to Telehealth

### C-3

#### **Expanding the APP Role in the Rural Setting**

*Cameron Byers, Rural Physicians Group*

In this workshop, participants will be asked to think critically about the impact of PAs and nurse practitioners on the potential for service line expansion and cost savings for rural facilities. We will dive into the histories of both the PA and nurse practitioner roles and identify traditional recruiting and staffing challenges in the rural setting. At the end of this session, participants will be able to answer the question, "Will bringing APPs into my facility benefit my hospital, patients, and community as a whole?"

### C-4

#### **Documentation Best Practices: The Key Driver of Revenue Capture**

*Jackie King, Illinois Critical Access Hospital Network-ICAHN*

This presentation will discuss the impact of clinical documentation as it relates to accurate and compliant charge and revenue capture. Topics covered include medical necessity, common documentation issues, key elements for evaluation and management (E&M) levels for hospital and office settings, creating compliant provider queries, and the value of performing coding and documentation audits within your organization.



**IRHA 32<sup>nd</sup> ANNUAL EDUCATIONAL CONFERENCE  
EVENING NETWORKING RECEPTION**



**Wednesday  
August 11  
5:30 - 9:00 P.M.**



**Complimentary Dinner Buffet**



**Drinks & Trivia**

**Evening Social**

**The Clark Bar**



**207 W. Clark, Champaign**

**T R I V I A**  
*Night*

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## THURSDAY, AUGUST 12TH

**8:00-8:45 A.M. Breakfast Buffet and Exhibitor Visits**

**8:45 A.M. Raffle Drawing & Exhibitor Tear Down**

**9:15 am Best Practices in Telehealth Security by Sarah Badaham, HIPAAtrek**

**10:00 A.M. Health Care Awards**

### **10:30-11:15 A.M. • Concurrent Sessions D**

#### **D-1**

##### **Lessons Learned in Value-Based Care**

*Britney Ruegsegger, Regional Vice President, Caravan Health*

There are serious health access issues facing rural communities, including widespread hospital closures and provider shortages. Accountable care organizations have proven to be a strong model for rural primary care transformation. By implementing new workflows and capturing more data on patients than ever before, rural providers can use ACOs to generate sustainable 340B and population health revenue streams that can fund new primary care services, improve patient outcomes, and lower costs. Join health care leaders, Ashley Kilpatrick and Brittany Ruegsegger, as they share their first-hand experience with value-based care and how to mitigate challenges transitioning to a new model of care delivery.

#### **D-2**

##### **Increasing Access to Care Across Illinois Communities with Telepsychiatry**

*Evan Middaugh, Array Behavioral Care*

This presentation will discuss why, where and how Illinois healthcare organizations can implement telebehavioral health to establish and/or enhance behavioral health programs and services to drive clinical, operational and financial value for patients, clinicians, their organization and the greater community they serve. This discussion will incorporate insights from 20+ years of experience implementing telebehavioral health programs and will include our firsthand experience working with partners across the continuum during COVID-19 to rapidly ensure telehealth success.

#### **D-3**

##### **KPIs in Revenue Cycle for RHC/FQHC/Rural Practices**

*Julie Aman, NextGen Healthcare*

Key Performance Indicators (KPIs) are important for monitoring the financial health of the clinic just like monitoring quality and patient outcomes and satisfaction. Do you know your clinic's KPIs or know what questions to ask? It's through selecting meaningful KPIs, monitoring and trending them that we can find issues early- before they become a major drain on cash flow. This session will review Key Performance Indicators for your RHC/FQHC/Physician Practice.

## THURSDAY, AUGUST 12TH (CONTINUED)

### 10:30-11:15 A.M. • Concurrent Sessions D

#### D-4

##### **Support Services - Cost Efficiencies For Rural Hospitals**

*Angel Camacho, VP Healthcare, HHS*

Across the US, 136 rural hospitals have closed since 2010. One of the largest healthcare hospitality support services providers in the nation, HHS has been providing services such as EVS, Food, Patient Flow, Facility Management and Linen/Laundry Utilization for 40+ years and partners with 500+ healthcare facilities nationwide. We're the top providers for MHealth Fairview, UHealth (Colorado), CHRISTUS and WellStar on the NFP side and LifePoint and HCA on the for profit side. In addition we provide services to partnerships specific to Critical Care Access facilities nationwide.

### 11:30 A.M.—12:15 P.M. • Concurrent Sessions E

#### E-1

##### **How to Attract, Recruit and Retain Great Employees**

*Steve Anderson, PhD, Integrated Leadership Systems*

Attracting and keeping talented employees is a critical activity of any health organization, especially in a rural setting. Dr. Anderson will share research and his experience over nineteen years of helping hospitals hire and keep the best employees. During this interactive session you will learn the critical components of creating a culture that empowers employees and attracts the best talent. He will also share how to create hiring processes that weeds out the pretenders and get the best candidates. Dr. Anderson will talk about the necessity of holding accountable, and possibly terminating, problem employees that harm your culture of excellence.

#### E-2

##### **Meeting the Workforce Needs to Address our Graying Elders in Rural Communities**

*Elaine Jurkowski, PhD, LCSW, Social Work, Southern Illinois University Carbondale*

This presentation will address workforce needs and issues for those working in sectors that serve older adults and people with disabilities. This panel will share strategies to ensure that our rural health workforce can meet the needs of older adults in our communities. This presentation will include a panel of professionals who are teaching aging specific courses within the Certificate in Gerontology program at SIUC and share the features of the online program.

## THURSDAY, AUGUST 12TH (CONTINUED)

11:30 A.M.—12:15 P.M. • Concurrent Sessions E

E-3

### **Current and Future State of Value-Based Payments for RHC-FQHC**

*Charles James, President-Elect, Illinois Rural Health Association*

In this session, we will explore value-based payments and how they apply to RHCs and FQHCs. Since RHC/FQHC payments are not made based on the fee schedule, these facilities have limited options for participating value-based payments. This session will define what value-based payments are, what the various programs are for quality-based revenue, and what the future of these programs may look like for RHC/FQHCs.

E-4

### **Bridging the Rural Cancer Care Gap through Hybrid Model of In-Person & Telehealth Care**

*Chevron Rariy, MD – Cancer Treatment Centers of America*

Cancer Treatment Centers of America has established a novel rural health partnership program that utilizes a hybrid model of on-site visits and telehealth to increase access to advanced oncology care for patients in rural communities. Partnerships with two rural health systems were implemented in July and November 2020. The collaboration and benefits of this hybrid model will be discussed and how it can be applied to other rural sites as a promising strategy to reduce rural-urban disparities in cancer care.

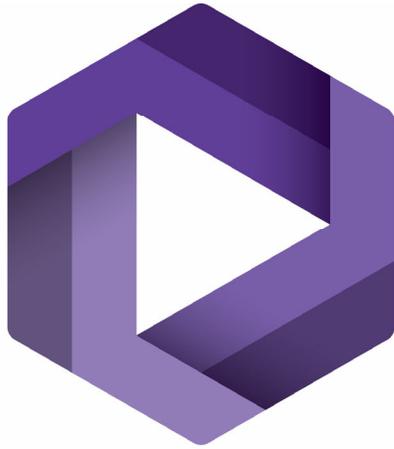
**NOON—Box lunches to go**



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