

**23<sup>rd</sup> Annual West Virginia**

**Rural Health Conference**

**Strengthening  
Rural Health  
Partnerships**

**October 14 -16, 2015**

**Stonewall Resort**

**Roanoke, 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 &  
Health Promotion Division of Rural Health and  
Recruitment, West Virginia Area Health  
Education Centers

# Welcome

*Dear Rural Health Conference Participants:*

*Welcome to the 23rd Annual West Virginia Rural Health Conference! The conference this year will be held at the beautiful Stonewall Resort and State Park. The theme of the conference is “Strengthening Rural Health Partnerships.”*

*In our rural state, partnerships in health care are essential. Especially in the area of healthy lifestyle self-management and prevention, health care institutions need the partnership of the community. In this conference you will learn how to develop leadership skills with partners, how to use lay leaders in health care, and how to engage and build trust with community partners who may not think of themselves as health care agencies.*

*I believe you will find the conference stimulating, and perhaps freeing to know that you don't have to work alone. I encourage you to also use this time for networking; you can start here to build partnerships!*

*Sincerely,*



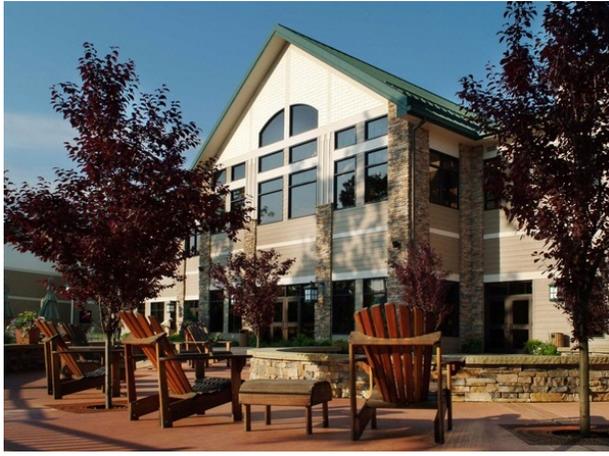
Richard Crespo, Ph.D.

Conference Chair

23<sup>rd</sup> Annual West Virginia Rural Health Conference



# 23rd Annual West Virginia Rural Health Conference



## About the Conference

The goal of the West Virginia Rural Health Conference is to provide attendees with updates regarding rural health issues on both the state and national levels. Attendees will be provided with learning tools to assist in carrying out best practices in the community and will 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 individuals and groups interested in the health of rural residents for two and one half informative days of learning and networking. The 2015 conference agenda is the collaborative result of statewide partners seeking the best speakers to address current topics of interest.

Please join us at Stonewall Resort, located in Roanoke, 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 be of interest to allied health professionals, physicians, nurses, dentists, physician assistants, pharmacists, social workers, academicians, students from a variety of health professions, government officials, business and community leaders, community extension agents, community planners, community health care volunteers, non-profits and individuals interested in community development. A conference registration form is included. Additional registration forms are available on the web at <http://www.wvrha.org>.

## Conference Objectives

- 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 as well as how to increase recruitment and retention.
- Learn how to use 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 issues relevant to rural health.
- Encourage further conversation and collaboration across all levels of health systems and rural health infrastructure.

## Special Events

### CONFERENCE RECEPTION

The West Virginia Rural Health Association invites attendees to a reception on the first day of the conference celebrating the opening of the 23<sup>rd</sup> Annual West Virginia Rural Health Conference. The event will be held on Wednesday, October 14, 2015 from 6:15 p.m. to 7:30 p.m. in the foyer of the Stonewall Ballroom.

### SILENT AUCTION

The West Virginia Rural Health Association will host the 11th Annual Silent Auction in the Summersville Room. 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 foyer of the Stonewall Ballroom on October 14, 2015. Researchers will be available to address attendees on Wednesday afternoon, at 4:00 p.m. and oral presentations will begin Wednesday, October 14, 2015 at 5:00 p.m. Posters will be on display Wednesday, October 14, 2015.

## WV Rural Health Association Membership

The West Virginia Rural Health Association (WVRHA) 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 memberships include 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.

WVRHA will be holding a membership drive during the conference. If you are interested in joining WVRHA or updating your membership, please visit the WV Rural Health Association staff at the registration desk during the conference. 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 own hotel arrangements by contacting:

### Stonewall Resort

940 Resort Drive, Roanoke, WV 26447

Room Reservations: (888) 278-8150

Main Phone: (304) 269-7400

*Please ask for WVRHC Room Block.* This block of rooms will be held until September 30, 2015.

Room rates are \$119.00 per night (excluding applicable taxes and fees).

## Sponsor & Exhibitor Opportunities

The West Virginia Rural Health Association is seeking organizations and individuals to partner and/or exhibit at the 23<sup>rd</sup> Annual West Virginia Rural Health Conference. The conference offers 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 rural health stakeholders for two and one-half exciting and informative days of learning and networking.

Your organization's support allows us to provide a forum for discussion of rural health policy issues and the opportunity to network with fellow rural health advocates. Rural health experts from both state and national arenas conduct a variety of timely sessions, each offering diverse points of view and opportunities for discussion. Please refer to the pages on partner and exhibitor opportunities.

The Birch Room 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 conversation in a relaxed atmosphere for visiting with sponsors and friends.

For non-profit groups, there will be a free unattended display table in the exhibit area for distribution of printed materials.

## Questions?

Contact Debrin Jenkins, WVRHA Executive Director, at (304) 890-7017 or email [debrinwvrha@gmail.com](mailto:debrinwvrha@gmail.com).

# Continuing Education Credits

**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.

**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.

**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 14.0 *AMA PRA Category 1 Credit(s)*<sup>TM</sup>. (**Day 1**- 5.0 hours, **Day 2** - 6.5 hours, **Day 3** - 2.5 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 (AO-212), an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation. This offering has been approved for the following. **Day 1** – 8.0 hours, PO15-17-14904, **Day 2** – 8.25 hours, PO15-17-15904, **Day 3** – 2.5 hours, PO15-17-15905. Expiration date is 2 years from the course dates.

**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**- 5.0 hours, **Day 2** - 6.5 hours, **Day 3** – 2.5 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 hours of CPE hours. (**Day 1**, 5.0 hours - UAN 0554-9999-15-045-L04-P, **Day 2**, 6.5 hours - UAN 0554-9999-15-046-L04-P, **Day 3**, 2.5 hours - UAN 0554-9999-15-047-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.

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



**Participants seeking continuing education credits are required to register and pay for credits online using the following link <http://camcinstitute.org/conference/registration/ruralhealth>.**

# 2015 WV RURAL HEALTH CONFERENCE REGISTRATION

WVRHA

PO Box 11362, Charleston, WV 25339

[debrinwvrha@gmail.com](mailto:debrinwvrha@gmail.com)

## PLEASE CHECK ONE

### EARLY BIRD CONFERENCE REGISTRATION FEE

- \$200 Full Conference prior to September 30<sup>th</sup>  
 \$100 One Day Conference Registration prior to September 30<sup>th</sup>

### CONFERENCE REGISTRATION FEE after September 30<sup>th</sup>

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

***Rural Health Awards Luncheon is included in your registration fee!***

### CONFERENCE PAYMENT (PLEASE CHECK ONE)

Check     Money Order (Payable to WVRHA)    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.

If you are a health professional or advocate, please print your profession (such as health administrator, dentist, nurse, nurse practitioner, physician assistant, physician, public health employee, social worker, etc.) here:

### REGISTRATION INFORMATION (BUSINESS INFO PLEASE)

|                                    |                         |  |       |          |
|------------------------------------|-------------------------|--|-------|----------|
| Last Name/First Name & Credentials |                         | Do you plan to apply this training toward your employment requirements, continuing education credit, certification, or credentialing? <input type="checkbox"/> Yes <input type="checkbox"/> No<br><input type="checkbox"/> N/A |       |          |
| Employer/Practice Site Name        |                         |  |       |          |
| Work/Practice Site Address         | City                    | County   | State | Zip code |
| Primary Phone #                    | Permanent Email address |  |       |          |

Check all applicable:     Are you a Rural Health Conference Exhibitor?     Are you a Rural Health Conference Sponsor?  
 Are you a student?     Are you a resident?     Are you faculty (campus based or field faculty)?     WVPBRN?

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



# 23<sup>rd</sup> Annual West Virginia Rural Health Conference

## Sponsor Opportunities

### Blue Ribbon Partner \$5,000

- Full page ad
- Signage for event
- 1 vendor table
- 5 conference registrations

### Red Ribbon Partner \$3,000

- ½ page ad and signage at event
- 1 vendor table
- 4 conference registrations

### Green Ribbon Partner \$1,500

- ¼ page ad and signage
- 1 vendor table
- 3 conference registrations

### Ad Only Partner \$400

- ¼ page ad

## Exhibitor Package and Information

### Exhibitor Package is \$600 and includes:

- Six ft. draped table/space with two chairs
- One exhibitor registration 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 14th at 9:00 am (no one will be allowed in the exhibit hall any earlier than 9:00 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 16th at 1:00 p.m. If your organization requires shipping information for the facility please contact Stonewall Resort, 940 Resort Drive, Roanoke, WV 26447, (304) 269-7400.

### 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, 2015.

### Payment & Cancellation

Application forms must be completed and returned along with payment for processing. Payment may 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, 2015 to receive a full refund. Refunds will NOT be made for cancellations received after September 30, 2015.



# 23<sup>rd</sup> Annual West Virginia Rural Health Conference

### Partnership Opportunities (mark selection)

- |  |         |
|--|---------|
| <input type="checkbox"/> Blue Ribbon       | \$5,000 |
| <input type="checkbox"/> Red Ribbon        | \$3,000 |
| <input type="checkbox"/> Green Ribbon      | \$1,500 |
| <input type="checkbox"/> Exhibitor Package | \$ 600  |
| <input type="checkbox"/> Ad Only           | \$ 400  |

### Exhibitor Package \$600

- 6-foot draped table/space with two chairs
- One exhibitor registration 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 it should 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 \$ \_\_\_\_\_
- Money Order payable to: West Virginia Rural Health Association
- Send Invoice
- Credit Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_

*I understand that by signing below I am guaranteeing payment and reserving exhibit space at the 2015 West Virginia Rural Health Conference being held October 14-16, 2015 at Stonewall Resort, Roanoke, West Virginia. I understand that any cancellations received after September 30, 2015 will **NOT** result in a refund.*

\_\_\_\_\_  
Authorized Representative

\_\_\_\_\_  
Date

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

Return Completed Form with Payment by September 30, 2015 (via mail or email to)

WVRHA  
PO Box 11362,  
Charleston, WV 25339  
[debrinwvrha@gmail.com](mailto:debrinwvrha@gmail.com)

# Conference Schedule

## Wednesday, October 14, 2015

| Time                   | Event/Session   | Speaker(s)                              |
|------------------------|---|---|
| 9:30 am. – 4:00 pm     | CONFERENCE REGISTRATION   |   |
| 9:00 am                | EXHIBITORS SET UP   |   |
| 11:00 am. – 12:30 p.m. | KEYNOTE & LUNCH: The Rural Health Policy Landscape                        | Alan Morgan, MPA                        |
| 12:45 pm -2:00 pm      | CONCURRENT SESSIONS I   |   |
| Session A              | Strengthening the Health of Individuals With Diabetes and/or Hypertension | Adam Baus, Ph.D., MA, MPH               |
| Session B              | Effective Leadership from an Academic Perspective                         | James Nemitz, Ph.D.                     |
| Session C              | Telehealth – Opportunities for Rural Health                               | Patricia Foutz, MPH                     |
| 2:00 PM – 3:30 PM      | CONCURRENT SESSIONS II  |   |
| Session D              | Addressing Alzheimer’s in West Virginia: A Partnership Approach           | Laurel Kirksey                          |
| Session E              | Ethical Leadership  | Becky Ceperley                          |
| Session F              | Making Your State and Local Healthcare Workforce Data Work for You        | Ann Peton, MPH                          |
| 3:30 pm – 3:45 pm      | BREAK   |   |
| 3:45 pm – 5:00 pm      | CONCURRENT SESSIONS III   |   |
| Session G              | Evidence Based Design in the Rural Setting                                | Christopher Haddox, Ph.D., LEED AP      |
| Session H              | What Does the Future Hold for Rural Health in West Virginia               | Deborah Curry, JD & Sharon Lansdale, MS |
| Session I              | The Affordable Healthcare Act and rural West Virginia Communities         | Elizabeth Critch, MBA                   |
| 5:00 pm – 6:15 pm      | STUDENT PRESENTATIONS   |   |
| 6:15 pm – 7:30 pm      | RECEPTION & STUDENT POSTERS – EVERYONE WELCOME!                           |   |
|                        | DINNER ON YOUR OWN  |   |

## Thursday, October 15, 2015

| Time                | Event/Session  | Speaker(s)   |
|---------------------|--|--|
| 7:00 am - NOON      | CONFERENCE REGISTRATION  |  |
| 7:30 am – 8:30 am   | BREAKFAST & RURAL HEALTH NETWORKING ROUNDTABLES                              |  |
| 8:45 am – 9:45 am   | KEYNOTE: Your Leadership Legacy: Influential Leadership in Action            | Shirley Wulf   |
| 10:00 am – 11:15 am | CONCURRENT SESSIONS IV   |  |
| Session J           | Update on the Status of the WV – Practice Based Research Network             | Dana King, M.D., MS - William Lewis, M.D.,<br>FAAFP, - Arnold Hassen, Ph.D.<br>Stacy Whanger, MPH, COA   |
| Session K           | Building Your Leadership Legacy  | Shirley Wulf   |
| Session L           | Community Health Workers in the US and in WV                                 | Richard Wittberg, Ph.D., MBA, MS &<br>Richard Crespo, Ph.D., MS  |
| 11:30 am – 11:30 am | BREAK  |  |
| 11:30 am – 12:45 pm | CONCURRENT SESSIONS V  |  |
| Session M           | Managing Chronic Pain in Rural Practice                                      | Dana King, M.D., MS  |
| Session N           | Cultural Sensitivity: An Interactive Journey                                 | Darryl Cannaday  |
| Session O           | Community Partnership Development  | Mary Bliziotis, RN, MPH, PCMH-CCE  |
| 12:45 pm – 2:00 pm  | KEYNOTE & AWARDS LUNCHEON: The Changing Culture of Public Health In WV       | Rahul Gupta, M.D., MPH, FACP   |
| 2:15 pm – 3:30 pm   | CONCURRENT SESSIONS VI   |  |
| Session P           | Strengthening Rural Healthcare Partnerships with Community Health Workers    | Wayne Miller, Ph.D.  |
| Session Q           | Creating Goodwill, Confidence and Trust in Your Community                    | Laura Jones, MSW, LGSW - Mark Doak, CPA -<br>Kristin Dial, MS, RN  |
| Session R           | Rural Health Initiatives Program: Unique Initiatives at WV's Medical Schools | Larry Rhodes, M.D. – Treah Haggerty, M.D. –<br>Jennifer Plymale, MA – Janet Hinton, MS –<br>Heather Blasingame – Sarah Lively, -<br>Darrin Nichols |
| 3:30 pm – 3:45 pm   | BREAK  |  |
| 3:45 pm – 5:00 pm   | CONCURRENT SESSIONS VII  |  |
| Session S           | Financial Challenges and Opportunities for Critical Access Hospitals         | Ryan Lindsay, CPA, CGMA  |
| Session T           | So You Think You Can Lead?   | Andy Crist, Ph.D., MPH   |
| Session U           | Elder Investment Fraud and Financial Exploitation                            | Dan Foster, M.D. & Justin Southern, MA   |
| 5:30 pm – 6:30 pm   | WVRHA Membership Meeting   |  |
|                     | DINNER ON YOUR OWN   |  |

## Friday, October 16, 2015

| Time                | Event/Session  | Speaker(s)                |
|---------------------|--|---------------------------|
| 8:30 am – 9:00 am   | CONTINENTAL BREAKFAST  |                           |
| 9:00 am – 10:00 am  | KEYNOTE: Population Health and Rural Hospitals                     | John Gale, MS             |
| 10:00 am – 10:30 am | BREAK & HOTEL CHECK OUT  |                           |
| 10:30 am – 11:30 am | KEYNOTE: Federal Legislative and Regulatory Update in Rural Health | Maggie Elehwany, JD       |
| 11:30 am - Noon     | CLOSING: What Makes Partnerships Strong                            | Richard Crespo, Ph.D., MS |

## Cancellation Policy

A \$25 non-refundable processing fee will be retained for cancellations made before September 30, 2015. After this date, there will be no refunds for cancellations. However, attendee substitutions will be permitted with advance notice until October 8, 2015.

## Registration Reminders

Early Conference registration fee of \$200.00 per person is due on or before September 30, 2015. After September 30th, the registration fee will be \$250.00 per person. The fee includes all conference materials and meals as listed on the conference schedule.

**ALL REGISTRATION FEES MUST BE PAID BEFORE OR AT THE CONFERENCE.**

RETURN REGISTRATION FORMS (via mail or email to)

WVRHA

PO Box 11362

Charleston, WV 25339

[debrinwvrha@gmail.com](mailto:debrinwvrha@gmail.com)