

# 24<sup>th</sup> Annual West Virginia Rural Health Conference

## **Mountains of Ideas: Innovations in Rural Health**



**October 19 -21, 2016**

**Chief Logan**

**Lodge**

**Logan, WV**

**Sponsored by:  
The West Virginia Rural Health Association**

**Jointly Provided by CAMC Health  
Education and Research Institute**

# Welcome

*Dear Rural Health Conference Participants:*



*Welcome to the West Virginia Rural Health Conference! We will gather at Chief Logan Lodge in Chief Logan State Park for the 24<sup>th</sup> annual rural health conference. Here we will explore the theme “Mountains of Ideas: Innovations in Rural Health.” We will uncover strategies, approaches and resources to address the needs of rural communities.*

*We will hear from healthcare providers making the shift to patient-centered, whole person care and from non-profit organizations and researchers who partner with communities to provide core services throughout the state and region.*

*Let’s commit to sharing stories about how our work impacts young people and seniors, families, and individuals who are sometimes hard to reach and also to include those voices in future partnerships.*

*As a take away, be inspired. At the heart of our work with public health in West Virginia, there are hills and hollows that are easier to navigate with a motivated team. Let it be our aim to prepare the current and next generation adequately.*

*Sincerely,*

A handwritten signature in blue ink that reads "C. D. Beckett, DO".

*C. D. Beckett, DO  
Conference Chair*

*24th Annual West Virginia Rural Health Conference*



# 24th 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 support from the Claude Worthington Benedum Foundation, Logan Healthcare Foundation, Bernard McDonough Foundation 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 2016 conference agenda is the collaborative result of statewide partners seeking the best speakers to address current topics of interest.

Please join us at Chief Logan Lodge, located at Chief Logan State Park in Logan, 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, attorneys, 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

- Discuss information regarding 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, increasing recruitment and retention;
- Describe 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; and
- Discuss further 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 24<sup>th</sup> Annual West Virginia Rural Health Conference. The event will be held on Wednesday, October 19, 2016 from 5:30 p.m. to 7:00 p.m. in the Chief Logan Lodge Lobby.

### SILENT AUCTION

The West Virginia Rural Health Association will host the 12th Annual Silent Auction in the Logan 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 lobby of the Chief Logan Lodge on October 19, 2016. Researchers will be with their posters and available to address attendees on Wednesday afternoon between 4:00 – 7:00 p.m. Student/resident oral presentations will be Wednesday, October 19, 2016 from 4:15 – 5:15 p.m.

### ROUND ROBIN TENNIS EVENT

Whether you are a beginner or seasoned veteran, the WVRHC Round Robin Tennis event is for you. Join us to have some fun, play some doubles tennis and enjoy refreshments on Thursday, October 20<sup>th</sup> at 6:30 pm at the Chief Logan Indoor Tennis Courts.

## 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:

### Chief Logan Lodge

1000 Conference Center Drive, Logan, WV 25601  
Room Reservations: 304.855.6100

*Please ask for WVRHC Room Block Group Code GS612.* This block of rooms will be held until September 30, 2016.

Room rates are \$89.00 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 24<sup>th</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 Alcove 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 through the joint providership of CAMC Health Education and Research Institute and the West Virginia Rural Health Association.

**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 10 AMA PRA *Category 1 Credit(s)*<sup>TM</sup>. (Day 1 – 3.0 hours, Day 2 – 5.0 hours, and Day 3 – 2.0 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** – 3.0 hours, PO15-17-16144, **Day 2** – 5.0 hours, PO15-17-16145, **Day 3** – 2.0 hours, PO15-17-16146. 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 – 3.0 hours, Day 2 – 5.0 hours, and Day 3 – 2.0 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 10 hours of CPE hours. Day 1, 3.0 hours – UAN 0554-9999-16-029-L04-P, Day 2, 5.0 hours - UAN 0554-9999-16-030-L04-P, Day 3, 2.0 - UAN 0554-9999-16-031-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. CPE credits will be posted to the 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 to the National Commission for Health Education Credentialing, Inc.

## **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 must disclose any financial interest or other relationship; (i.e. grants, research support, consultant, honoraria) that faculty member has with the manufacturer(s) of any commercial product(s) that may be disclosed 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 industry, if any, will be made available on-site and disclosure made from the podium to the participants.

**Attorneys** – An application for Continuing Legal Education (CLE) has been submitted to the West Virginia State Bar Association.

# 2016 WV RURAL HEALTH CONFERENCE REGISTRATION

WVRHA

PO Box 2073, Shady Spring, WV 25918

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

## PLEASE CHECK ONE

### EARLY BIRD CONFERENCE REGISTRATION FEE

Prior to September 30<sup>th</sup>

\$250 Full Conference

\$125 One Day Conference Registration

### CONFERENCE REGISTRATION FEE

after September 30<sup>th</sup>

\$300 Full Conference

\$150 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: \_\_\_\_\_      Security Code: \_\_\_\_\_

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?      Yes      No      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?



# 24th Annual West Virginia Rural Health Conference

## Sponsor Opportunities

### Blue Ribbon Sponsor \$5,000

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

### Red Ribbon Sponsor \$3,000

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

### Green Ribbon Sponsor \$1,500

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

### Ad Only Sponsors

- ¼ page ad \$400
- ½ page ad \$800

## Exhibitor Package and Information

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

- Six ft. draped table/space with one chair
- 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 setup on Wednesday, October 19th 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 21<sup>st</sup> at 1:00 p.m. If your organization requires shipping information for the facility please contact Chief Logan Lodge, 1000 Conference Center Dr. Logan, WV 25601 304.855.6100.

### Confirmation 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, 2016.

### 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 WVRHA prior to September 30, 2016 to receive a full refund. Refunds will NOT be made for cancellations received after September 30, 2016.

### Why you should be a Sponsor

This conference offers a great 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.



# 24th Annual West Virginia Rural Health Conference

**Exhibitor Package \$600**

- 6-foot draped table/space with one chair
  - 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.

**Sponsorship Opportunities (mark selection)**

Blue Ribbon	\$5,000
Red Ribbon	\$3,000
Green Ribbon	\$1,500
Exhibitor Package	\$ 600
Ad Only ½ or ¼ Page	\$ 400 or \$ 800

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. Chief Logan 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 # \_\_\_\_\_ Security Code: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

*I understand that by signing below I am guaranteeing payment and reserving exhibit space at the 2016 West Virginia Rural Health Conference being held October 19-21, 2016 at Chief Logan Lodge, Logan, West Virginia. I understand that any cancellations received after September 30, 2016 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, 2016 (via mail or email to)

WVRHA

PO Box 2073 Shady Spring, WV 25918 or [debrinwvrha@gmail.com](mailto:debrinwvrha@gmail.com)



# Conference Schedule

## Wednesday, October 19, 2016

Time	Event/Session	Speaker(s)
9:30 am. – 4:00 pm	CONFERENCE REGISTRATION	
9:00 am	EXHIBITORS SET UP	
11:00 am. – 1:00 p.m.	OPENING REMARKS KEYNOTE: American Pain: The Opioid Epidemic & LUNCH: Earl Ray Tomblin Jr. Conference Center (ROOMS A, B, C & D)	C. D. Beckett, DO John Temple MFA
1:30 pm -2:30 pm	CONCURRENT SESSIONS I	
Session A	ACOs in WV: Filling in the Gaps by Changing the Way Healthcare is Delivered - ROOM B	Tom Bowden, MD, Patricia Ruddick, PA, MS & Vance Jackson, MS
Session B	Harm Reduction and Syringe Exchange ROOM C	Michael E. Kilkenny, MD, MS & Laura Jones, MSW, LGSW
Session C	Community Paramedicine – A Key Strategy in Enhanced Care Management for High Utilizers - ROOM D	Robert Whitler, MS
2:30 pm – 3:00 pm	BREAK	
3:00 pm – 4:00 pm	CONCURRENT SESSIONS II	
Session D	Food Access, Producing Health and Economic Benefit - ROOM B	Wayne Miller, PhD & Gabe Pena
Session E	WV Alliance for Creative Health Solutions: Launching a Provider Network for Primary Care Research - ROOM C	Tracy Hendershot. MD
Session F	Innovation in Members Engagement and Outreach - ROOM D	Jason Landers, MBA & Sarah White, MBA
4:15 pm – 5:15 pm	STUDENT PRESENTATIONS	
5:30 pm – 7:00 pm	WINE & CHEESE RECEPTION & STUDENT POSTERS – EVERYONE WELCOME!	Fireplace Lodge Lobby
	DINNER ON YOUR OWN	

## Thursday, October 20, 2016

Time	Event/Session	Speaker(s)
7:30 am - NOON	CONFERENCE REGISTRATION	
7:30 am – 8:30 am	BREAKFAST & RURAL HEALTH FAIR	
8:45 am – 9:45 am	KEYNOTE: How Does Your Organization’s Values, Behaviors and Culture Impact Patient Outcomes? Earl Ray Tomblin Jr. Conference Center (ROOMS B, C & D)	Shirley Wulf, CPC, ACC
10:00 am – 11:00 am	CONCURRENT SESSIONS III	
Session G	A Bridge to the Middle Class: The Medicaid Expansion in WV - ROOM B	Renate Pore, PhD, MPH, MA
Session H	Creating “Behavior Smart” Leaders for Healthy Organizations – ROOM C	Shirley Wulf, CPC, ACC
Session I	Project ECHO: Bringing Specialty Consultation to the Primary Care Setting – ROOM D	Craig Robinson, MPH & Amber Crist, MS
11:00 am – 11:15 am	BREAK	
11:15 am – 12:15 pm	CONCURRENT SESSIONS IV	
Session J	Linking Housing & Health for Seniors– ROOM B	Karen Jacobson, MBA
Session K	Looking for Mountains of Money: Funding Organizational Priorities - ROOM C	Karen Galentine, PhD & Kim Tieman, MS
Session L	Opioid Antagonist Act: Intranasal Naloxone Administration Training for Initial Responders ROOM D	Alice Gahbauer, PharmD
12:30 pm – 2:00 pm	KEYNOTE & AWARDS LUNCHEON Earl Ray Tomblin Jr. Conference Center (ROOMS A, B, C & D)	US Senator Shelly Moore Capito US Senator Joe Manchin (Invited) WV First Lady Joanne Jaeger Tomblin (Invited)
2:30 pm – 3:30 pm	CONCURRENT SESSIONS V	
Session M	Healthcare Workforce Planning...Bottom Up/Top Down...What Works? – ROOM B	Ann Peton, MPH
Session N	A Legal Overview of Current Ethical Issues in Medicine – ROOM C	Debbie Curry, JD & Tamela White, JD, MPH
Session O	Obesity Epidemic: Update – ROOM D	Dana King, MD, MS
3:30 pm – 4:00 pm	BREAK	
4:00 pm – 5:00 pm	CONCURRENT SESSIONS VI	
Session P	Registered Dietitian Nutritionists – A Key Player in the Rural Health Care Team – ROOM B	Lacy Davidson, MS, RDN, LD, CDE RUT-200
Session Q	Building a Culture of Health - ROOM C	C. D. Beckett, DO
Session R	Collaborations Work: WV Rural Health Community Health Center Challenge ROOM D	Lisa Strother Upsher, MS
5:30 pm – 6:30 pm	WVRHA Membership Meeting – ROOM B	
6:00 pm – 8:00 pm	TENNIS ROUND ROBIN –EVERYONE WELCOME!	Chief Logan Tennis Courts
	DINNER ON YOUR OWN	

## Friday, October 21, 2016

Time	Event/Session	Speaker(s)
8:30 am – 9:00 am	CONTINENTAL BREAKFAST	
9:00 am – 10:00 am	KEYNOTE: NRHA Federal Rural Health Update Earl Ray Tomblin Jr. Conference Center (Rooms A, B, C & D)	Diane Calmus, JD
10:00 am – 10:30 am	BREAK & HOTEL CHECK OUT	
10:30 am – 11:30 am	KEYNOTE: Medication Assisted Treatment: What It IS and What It Is Not Earl Ray Tomblin Jr. Conference Center (Rooms A, B, C & D)	James H. Berry, DO
11:30 am - Noon	CLOSING REMARKS	C. D. Beckett, DO

## Cancellation Policy

A \$50 non-refundable processing fee will be retained for cancellations made before September 30, 2016. After this date, there will be no refunds for cancellations. However, attendee substitutions will be permitted with advance notice until October 7, 2016.

## Registration Reminders

Early Conference registration fee of \$250.00 per person is due on or before September 30, 2016. After September 30th, the registration fee will be \$300.00 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 2073

Shady Spring, WV 25918

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