Alone we can do so little; together we can do so much.
—Helen Keller

September 26 & 27, 2013
Sloan Convention Center
Bowling Green, KY
Kentucky Rural Health Association
15th Annual Conference
September 26 & 27, 2013
Sloan Convention Center
Bowling Green, KY

AGENDA

Thursday, September 26, 2013
(all times CT)

10:00 - 11:00 am
Registration and exhibits open

11:00 am
Lunch and Welcome
David A. Gross, MPA, KRHA President

11:30 am - 12:15 pm
Keynote Speaker
William Lynwood Montell, Ph.D.
“Tales from Kentucky Doctors and Nurses”

12:15 - 12:45 pm
Annual Meeting of Membership
President’s Report
Introduction of Executive Director
Presentation of Awards
12:45 - 2:00 pm
Panel Discussion
Update on Emergency Preparedness for KY Hospitals and Health Care Systems

Panelist: Richard Bartlett, BS, MEd
Emergency Preparedness/Trauma Coordinator, Kentucky Hospital Association, KY Hospital Research and Education Foundation (KHREF)

Panelist: Rebecca Patton
Cabinet for Health & Family Services, Kentucky Department for Public Health, Emergency Preparedness Branch

Panelist: Sharon Fields, RN, BSN
Magoffin County Health Department

Panelist: Terry Stewart
Gateway District Health Department

Objectives: At the end of this presentation, participants will be able to:

• Present the background and history of the emergency preparedness program.
• Give examples of three potential threats being faced by the emergency preparedness community.
• Identify at least three of the available cached resources managed by the state and HPP programs to assist with preparedness or response.
• Describe the organization of the health care emergency preparedness network across the Commonwealth.

2:00 - 2:45 pm
Break - Exhibits

2:15 - 2:45 pm
Poster Presentations
Take advantage of this intermission and spend time with our poster presenters as they demonstrate research and programming critical to the understanding and advancement of Kentucky’s rural health. Also, stop by and visit with our exhibitors, who can share information especially tailored to rural health care. This is also a great time to network with other KRHA members.
Care of TBI and PTSD by the Primary Care Provider

Presenter: Mary Bennett, PhD, APRN, Western Kentucky University

Objectives: At the end of this presentation, participants will be able to:
- State ways to increase awareness of PTSD and TBI in veterans and their family members.
- Identify quick screening activities for primary care providers.
- Compile resources to help meet the needs of these patients.

KBN # 4-0006-12-16-085 exp. 12/16
ACPE Universal Program #0193-9999-13-008-L04-P

Collaborative Planning for your Community’s Health Needs

Presenter: Alison F. Davis, PhD
Professor, University of Kentucky

Objectives: At the end of this presentation, participants will be able to:
- Summarize the Affordable Care Act’s requirements as they relate to the mandated Community Health Needs Assessment.
- Identify different means of communicating with the community and create instruments to gather input.
- Specify a plan for conducting a community health needs assessment with a hospital.

KBN # 4-0006-12-16-079 exp. 12/16
ACPE Universal Program #0193-9999-13-002-L04-P

Health Literacy Education to Rural Kentucky

Presenters: Jane Bryant, BSN, MLS, Health Literacy Educator
Dwain Harris, MHA
Center Director, Southern KY Area Health Education Center

Objectives: At the end of this presentation, participants will be able to:
- Define health literacy.
- Identify three “best practices” for improving health literacy in a health care organization.
- Describe some of the challenges of implementing health literacy “best practices” in a rural practice.
- Discuss the Assess, Connect, Empower (ACE) health literacy program.

KBN # 4-0006-12-16-080 exp. 12/16
ACPE Universal Program #0193-9999-13-003-L04-P

Countdown to ICD-10

Presenter: Michelle Yaden, CPC, CEMC
Manager, Blue and Co., LLC

Objectives: At the end of this presentation, participants will be able to:
- Analyze the potential costs to hospitals.
- Summarize why ICD-10 implementation is so important.
- Give examples of what challenges we are facing in implementation.

KBN # 4-0006-12-16-083 exp. 12/16
ACPE Universal Program #0193-9999-13-006-L04-P
3:45 - 4:00 pm
Break-Exhibits

4:00-5:00 pm
What’s Next? Real Reform in Health Care
Presenter: Gregory Carlton, CLU, ChFC, RHU, ChHC
Senior VP - Benefits & Wellness, Peel & Holland, Inc.
Objectives: At the end of this presentation, participants will be able to:
• Explain the framework of the Affordable Care Act and impact points to individuals, businesses, and health systems.
• Develop an outline of future reforms needed to improve the quality and efficiency of care.
• Present strategies being implemented by employers to reduce cost, improve on gaps in care, and bring down the overall utilization of health care.
• Consider communication strategies for staff, the public, and other stakeholders to improve understanding and gain support.

5:30-7:30 pm Reception (see below)

All Aboard!
Railroad Museum Reception 5:30-7:30 pm

You’ve got the green light. The Historic Railpark and Train Museum at the L&N Depot has something for all ages. Vintage equipment and artifacts will stoke the memories of those old enough to have experienced this bygone era in our nation’s transportation past.

MUSEUM ADDRESS:
401 Kentucky St, Suite B,
Bowling Green, KY 42101

Contact Sheri Erwin at sheril.erwin@ky.gov for more information

Transportation provided
AGENDA
Friday, September 27, 2013

8:00 - 8:30 am
Registrations and Exhibits Open

8:30 - 9:00 am
Welcome
Passing of the gavel
2013-14 President Sheri Erwin

9:00 - 10:00 am
Kentucky Rx: An Overview

Panelist: Van Ingram
Kentucky Department of Drug Control Policy
Panelist: Greg Jones
Kentucky State Reformatory
Panelist: Jill Lee
Investigator, Drug Enforcement and Professional Practices

Objectives:
• Summarize recent Rx legislation and outcomes related to it.
• Identify what prescription drug abuse looks like.
• Identify controlled substance trends in Kentucky.
• Describe the operation and status of the KASPER program.

Rise & Shine!
Join us for the 4th annual KRHA2-mile Fun Run/Walk.
Depart from the hotel lobby at 6:30 a.m. Friday morning.
T-shirts for all participants who register, trophy for the fastest male and female.
10:00 - 10:30am
*Rural Health Policy Update*

**Presenter:** Brock Slabach, MPH, FACHE  
**Senior Vice President, National Rural Health Association**

**Objectives:** At the end of this presentation, participants will be able to:

- Understand the relevant federal legislative issues that are impacting rural health professionals.
- Understand the relevant federal regulatory issues that are impacting rural health professionals.
- Translate legislative and regulatory policy issues into action that will assist rural health professionals in carrying out their missions in their communities.

10:30 - 10:45 am
Break

10:45 - 11:30 am
**Legislative Update:**  
Preview of 2014 Kentucky General Assembly session and update on KRHA’s legislative platform

**Presenters:**
Loretta Maldaner, KRHA 2012-13 Legislative Committee Chair  
Denise Bingham, KRHA 2013-14 Legislative Committee Co-chair  
Jerald Combs, KRHA 2013-14 Legislative Committee Co-chair  
Jamie Boyd, Education and Outreach Coordinator, Smoke-free Kentucky  
Regan Hunt, Kentucky Voices for Health

11:30 am
Conference Ends  
Lunch on your own
Continuing Education

Pharmacy (ACPE): The Northeast Kentucky Area Health Education Center is accredited by the Accreditation Council for Pharmacy Education as a provider of continuing pharmacy education. The Northeast AHEC designated this activity for a total of 0.45 CEUs. This is a knowledge based program. Please see each individual offering for specific program numbers.

Continuing Medical Education: The Northeast Area Health Education Center Continuing Medical Education Program is accredited by the Kentucky Medical Association (KMA) to sponsor continuing medical education for physicians. The Northeast AHEC Continuing Medical Education Program designates this live educational activity for a maximum of 4.5 AMA PRA Category 1 Credit(s) TM. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Nursing: St. Claire Regional Medical Center Education Nursing Service CE Unit, 222 Medical Circle, Morehead, KY 40351, 606-783-6602 is a Kentucky Board of Nursing (KBN) approved provider. This offering is approved for a maximum of 4.5 contact hours. Please see each individual offering for specific program numbers. Note: KBN approval of an individual Nursing CE does not constitute endorsement of program content. You must sign in and include your KY License number. Failure to do so will result in your certificate being invalid and your attendance will not be recorded.

Respiratory: This program has been submitted to the Kentucky Board of Respiratory Care. Credit is pending.

Successful Completion: For successful completion of this continuing education program, participants must sign appropriate attendance roster, be present for entire program, pass the post-test with 70% proficiency, complete and return course evaluation either before leaving or online at neahec@org. A statement of credit will be issued by December 1, 2013 following completion of online evaluation. Maximum 4.5 hours available credit.

Disability Statement: If you require special services for this program please indicate at time of registration or call 606.783.6453.

All persons planning and participating in this program have no financial interests.

Target Audience: Physicians, PAs, Nurses, Pharmacists, Respiratory Therapists and other interested health care professionals.

"If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas."
- George Bernard Shaw
Registration

15th Annual
Kentucky Rural Health Association Conference
September 26 & 27, 2013

Register Online at:
kyrha.org

or mail registration to:
KRHA
Attn: Jodi Conley
750 Morton Blvd.
Hazard, KY 41701

Name: ____________________________________________
License # _________________________________________
Address: __________________________________________
City: ______________________________________________
State: _______ Zip: _________
Phone: ____________________________________________
Email: ____________________________________________

Conference Fees
Make checks payable to: KRHA
*KRHA Member - $85.00
*Non- KRHA Member - $135.00
*Student KRHA Member - $45.00
*Student Non-KRHA Member - $55.00

I will be participating in the:
☐ Railroad Museum Reception
☐ 2 Mile KRHA Fun Run/Walk

Hotel Information

Holiday Inn University Plaza
1021 Wilkinson Trace
Bowling Green, KY 42103
270-745-0088
www.hibowlinggreen.com
Room Rate: $95.00
Deadline for this rate is: September 12
Please identify yourself as being with the KY Rural Health Association Annual Conference when making hotel reservations.