12th Annual Mid-South Critical Access Hospital Conference

♦ August 20-22 2014 ♦ The Peabody Hotel ♦
Memphis, Tennessee

FOR THE FOLLOWING MID-SOUTH CRITICAL ACCESS HOSPITALS:

Alabama
Arkansas
Kentucky
Louisiana
Mississippi
Tennessee
Dear Conference Attendee,

A WELCOME TO THE
CONFERENCE
LETTER
FROM
MENDAL
12th ANNUAL MID-SOUTH CAH CONFERENCE PARTNERS
**Wednesday, August 20**  
**Vendor Set Up: 8:00 a.m. - 12:00 p.m.**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>1:00 p.m. - 1:15 p.m.</td>
<td>Welcome / Introductions</td>
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<tr>
<td>1:15 p.m. - 2:15 p.m.</td>
<td>Rural Hospital Federal Policy Changes &amp; Challenges</td>
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<tr>
<td></td>
<td>Brock Slabach, National Rural Health Association</td>
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<tr>
<td>2:15 p.m. - 3:15 p.m.</td>
<td>Hospital Strength Index</td>
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<td>Michael Topchick, iVantage Health Analytics</td>
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<tr>
<td>3:15 p.m. - 3:30 p.m.</td>
<td>Break / Exhibit Hall</td>
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<tr>
<td>3:30 p.m. - 5:00 p.m.</td>
<td>CEO Panel to discuss ● Financial Stability Index ● Quality Index ● Patient Perspective Index</td>
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<td>Jim Blackwood, CEO, Tallahatchie General Hospital (MS)</td>
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<td></td>
<td>Deborah Brown, CNO, Trousdale Medical Center (TN)</td>
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<td>Karen Collins, CEO, Lady of the Sea General Hospital (LA)</td>
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<td>Stephen Gavalchik, CEO, Morgan County Appalachian Regional Healthcare (KY)</td>
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<td>Ed Lacy, CEO, Baptist Health Medical Center-Heber Springs (AR)</td>
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<td>David Mantz, CEO, Chicot Memorial Medical Center (AR)</td>
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<tr>
<td>5:00 p.m. - 6:00 p.m.</td>
<td>Networking Social Hour</td>
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**Thursday, August 21**  
Registration & Exhibit Hall Open from 8:00 a.m. - 5:00 p.m.

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>9:00 a.m. - 10:00 a.m.</td>
<td>Current Financial Realities and Emerging Opportunities</td>
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<td>Tom Morris, Associate Administrator, Office of Rural Health Policy, HRSA, HHS</td>
</tr>
<tr>
<td>10:00 a.m. - 10:15 a.m.</td>
<td>Break / Exhibit Hall</td>
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<tr>
<td>10:15 a.m. - 11:00 a.m.</td>
<td>CAH Financial Performance</td>
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<td>George Pink, Flex Monitoring Team</td>
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<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>Rural Hospital Federal Update</td>
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<td>John Supplitt, AHA Small and Rural Section</td>
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<tr>
<td>12:00 p.m. - 1:00 p.m.</td>
<td>Lunch with Sponsors</td>
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<tr>
<td>1:00 p.m. - 2:30 p.m.</td>
<td>Quality: Why It Matters and How to Pursue It</td>
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<td>Steven Tremain, MD, FACPE, Physician Improvement Advisor, Cynosure Solutions</td>
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<tr>
<td>2:30 p.m. - 3:00 p.m.</td>
<td>Break / Exhibit Hall</td>
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<tr>
<td>3:00 p.m. - 4:30 p.m.</td>
<td>CEO Panel / Top CAH Performers in Hospital Engagement Network (HEN)</td>
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<td>Moderator: Steven Tremain, MD, FACPE</td>
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<td></td>
<td>Brandon Hillman, CEO, Christus Coushatta Health Care Center (LA)</td>
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<td>Debbie Logan, Project Dir., MS Office of Nursing Workforce (MS)</td>
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<td>Mark Norman, CEO, Pioneer Community Hospital of Newton (MS)</td>
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<td>Daryl Weaver, CEO, Baptist Medical Center-Leake (MS)</td>
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<tr>
<td>4:30 p.m.</td>
<td>Visit with Vendors; Door Prize Drawings must be present to win</td>
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<tr>
<td>6:00 p.m. - 8:00 p.m.</td>
<td>Reception with Entertainment provided by Mid-Life Crisis</td>
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<td>Beer and Wine Served with Hors D’oeuvres</td>
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</tbody>
</table>

_Vendors, please break down your displays before 12:00 midnight. Thank you!_
### Friday, August 22

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Presenter(s)</th>
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<tbody>
<tr>
<td>7:30 a.m. - 8:30 a.m.</td>
<td>Breakfast</td>
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<tr>
<td>8:30 a.m. - 9:45 a.m.</td>
<td>Financial / Operational Improvement Assessments</td>
<td>Eric Shell and Troy Trejo, Stroudwater Associates</td>
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<tr>
<td>9:45 a.m. - 10:00 a.m.</td>
<td>Break / Exhibit Hall</td>
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<tr>
<td>10:00 a.m. - 11:00 a.m.</td>
<td>General Discussion: Financial / Operational Improvement Success Stories</td>
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<tr>
<td>11:00 a.m. - 12:00 p.m.</td>
<td>Making Your Life Count</td>
<td>Jack McCall, Motivational Humorist</td>
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<tr>
<td>12:00 p.m.</td>
<td>Grand Door Prize Drawing (two $500 cash prizes - must be present to win) / Adjourn</td>
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### Continuing Education

**TO RECEIVE THE CE OFFERINGS LISTED BELOW:**

1) Sign in at registration &
2) Complete/return the evaluation for all desired CEs.

**A CERTIFICATE WILL BE MAILED TO ALL WHO COMPLY WITH THESE TWO REQUIREMENTS.**

**Inquisit® is the provider of this activity**

**ANCC**

This activity awards 12.5 contact hours.

Inquisit is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center’s Commission on Accreditation.

**ACHE Qualified Education**

Inquisit is authorized to award 12.5 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or re-certification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

**NAB**

This educational offering has been reviewed by the National Continuing Education Review Service (NCERS) of the National Association of Long Term Care Administrator Boards (NAB) and approved for 12.50 clock hours and 12.50 participant hours.

**General**

This activity awards 12.5 contact hours for attendance.

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*Stroudwater will present a current rural healthcare market overview, focusing on indicators that demonstrate the rural healthcare market’s active shift from a legacy ‘fee-for-service’ model of healthcare payment and delivery towards a ‘population health’ payment and delivery system with greater focus on achieving higher quality and lower cost care for populations. Specific challenges to critical access hospitals will be discussed, and a methodology for transitioning hospitals and health systems to population health will be reviewed. Hospital leadership conference attendees will be asked to share projects and initiatives that they have undertaken to further explain how the population health transition can be practically accomplished. The broader audience will also be welcomed to ask questions, with a goal to generate discussion about the transition to population health, common questions and concerns, and how it can be achieved.*
1. Describe the forces impacting rural healthcare providers today, possible policy solutions. Assess the value that rural hospitals provide their communities.

2. Discuss Rural Relevant Research around CAH COSTS and CHARGES. Examine performance in areas of QUALITY, PATIENT SATISFACTION, and OUTCOMES.

3. Identify up-to-date CAH market updates and important developments, outline CAH best practice improvement strategies, Discuss with peer CAH leaders on how to improve operations.

4. Describe motivators that create an environment for enhanced patient care.

5. Assess the financial performance of CAHs in the mid-South.

6. Describe how rural health issues are handled within the U.S. Department of Health and Human Services and how the Federal Office of Rural Health Policy programs and policy work are targeted to meet emerging rural health care needs.

7. Quality: Why It Matters and How to Pursue It.
   - Discuss context: why it matters now and why it will matter more tomorrow
   - Explain quality and the community
   - Identify true costs of suboptimal quality
   - Explain role of culture in quality
   - Examine strategic system design to engage the staff, leaders, patients and the community

8. Outline changes to rules enforcing Medicare payment to rural PPS and critical access hospitals as well as rules for complying with Medicare conditions of participation for quality and meaningful use of electronic health records.
MEMPHIS TRIVIA

- Memphis is the Pork Barbecue Capital of the World.

- Memphis is the home of the first Greyhound and Continental Trailways bus lines.

- Memphis is the home base of FedEx, the world’s largest overnight package delivery company. It was created by Memphian Fred Smith in 1973.

- Because of FedEx, Memphis is the busiest cargo airport in the world.

- Memphis is the home to St. Jude Children’s Research Hospital, founded in 1962. It is one of the world’s premier centers for research and treatment of catastrophic diseases in children. Peter Doherty, PhD, Chairman of the hospital’s immunology dept, was awarded the Nobel Prize for Medicine in 1996.

- The Piggly Wiggly, the world’s first self-service grocery store, opened in Memphis in 1916.

- Memphis is the site of the first Welcome Wagon, founded in 1928.

- Memphis was home to the first lodging chain, Holiday Inn, which opened in 1952 by Memphian Kemmons Wilson.

- Cleo Wrap of Memphis is the world’s largest manufacturer of Christmas wrapping paper, producing two billion feet of gift wrap each year.

- Memphis is the hardwood capital of the world.


- Memphis has the world’s largest artesian well water system. Artesian well water first became available to the city in 1887.

- Memphis is the only five-time winner of the nation’s cleanest city award.

- Memphis is sung in over 1,000 song lyrics and titles -- more than any other name of a city in the world.

- Volney, the lion who roared at the beginning of the old MGM movies, lived at the Memphis Zoo until his death in 1944.

- In 1954, Elvis Presley recorded, “That’s All Right, Mama” at Sun Studio, making Memphis the “Birthplace of Rock ‘n Roll.”

- Graceland, the last home of Elvis Presley, is the second most visited historic home in America – second only to the White House.
Brock Slabach, MPH, FACHE currently serves as the Senior Vice-President of Member Services for the National Rural Health Association (NRHA), a membership organization with over 18,000 members nationwide. Mr. Slabach has over 22 years of experience in the administration of rural hospitals. From 1987 through 2007, he was the administrator of the Field Memorial Community Hospital in Centreville, Mississippi. His experiences have led him to be a member of the NRHA Board of Trustees (2004-2007), Member of AHA’s Regional Policy Board (RPB) for Region 4 (2004-2007), Chair of the NRHA Hospital and Health Systems Constituency Group (2004-2007), Chair, National Rural Health Policy Issues Group for HHS’s Office of Rural Health Policy (ORHP) (2006-2007) and the President of the Delta Rural Health Network (2004). He earned his Bachelor of Science from Oklahoma Baptist University and his Master of Public Health in Health Administration from the University of Oklahoma.

Michael Topchik, Senior Vice President, specializes in network development and performance improvement consulting for rural and community hospitals. He is a resource to hospitals and networks accessing iVantage’s extensive databases, including public and private health data, economic and demographic data sets to support relevant benchmarking. Michael has lead research and consulting with providers seeking to evaluate ACOs, CCOs and shared savings opportunities.

Tom Morris, MPA serves as HRSA's associate administrator for rural health policy. In that role, he oversees the administrative and policy activities of the Office of Rural Health (ORHP) with its $138 million FY 2013 budget. HRSA works to fill in the health care gaps for people who live outside the economic and medical mainstream. The agency uses its $8.1 billion annual budget (FY 2013) to expand access to quality health care through an array of grants to state and local governments, health care providers and health professions training programs.

Morris coordinates ORHP's response to policy issues, especially the impact of Medicare and Medicaid regulations on the rural health workforce and service delivery. As office director, he is responsible for 16 grant programs that focus on building rural health care capacity at the state and community level. Morris came to the federal government in 1996 as a Presidential Management Intern, which led to details on a Federal Intra-Agency Telemedicine Committee, in the U.S. Senate, and at the Centers for Medicare and Medicaid Services. Morris joined ORHP full time in 1998 and has worked in several capacities there, including his prior position as deputy director, and as policy coordinator and grants project officer.
**George H. Pink, PhD,** is Humana Distinguished Professor in the Department of Health Policy and Management, School of Public Health and is a Senior Research Fellow at the Cecil G. Sheps Center for Health Services Research, both at the University of North Carolina at Chapel Hill. Dr. Pink teaches courses in healthcare finance and is involved in several research projects, including the Rapid Response to Requests for Rural Data Analysis and Issue-specific Rural Research Studies, Rural Health Research Grant Program and the Rural Hospital Flexibility Program Evaluation, all funded by the federal Office of Rural Health Policy. For the latter project, he is a key participant in the development and dissemination of indicators of financial performance and condition of Critical Access Hospitals using data from Medicare Cost Reports. The tenth issue of the CAH Financial Indicators Report was produced in summer 2013 for 1,341 hospitals in 45 states. Prior to receiving a PhD in corporate finance, he spent ten years in health services management, planning and consulting. As a consultant, he directed or participated in planning projects for ten small, rural hospitals. In the past 20 years, he has served on over 100 boards and committees of hospitals and other healthcare organizations. He has written more than 60 peer-reviewed articles and has made more than 200 academic presentations in ten countries. He is a member of the Board and Chair of the Finance Committee of Piedmont Health Service, a large community health center that provides primary health care to residents of five largely rural counties in North Carolina.

**John T. Supplitt** is senior director of the Section for Small or Rural Hospitals of the American Hospital Association. Since 1993, he has worked with and on behalf of the AHA’s 1,650 small or rural hospital members to identify, develop, and advance their unique health care interests, issues, and perspectives. He manages the Section’s member services, governance, and communications including its website, newsletters, and technical advisories. He is AHA’s liaison for rural health care strategy and public policy to the U.S. Department of Health and Human Services Office of Rural Health Policy, American Academy of Family Physicians, Joint Commission, National Rural Health Association, and state hospital associations. He has served on several national panels and advisory groups for development of national rural health policy, program development and demonstrations, and grant review and evaluation.

Mr. Supplitt has spoken and written extensively on rural hospital advocacy and policy and the future of rural health care delivery to hospital CEOs and trustees across the country. He has designed and presented educational programs and webinars on federal policy for rural hospitals including both critical access hospitals and low-volume rural PPS hospitals on an array of subjects including community benefit, recovery audit contracting, health information technology, quality and patient safety, and health disparities.

**Steve Tremain** is a Physician Advisor for Cynosure Health. Currently his primary responsibility is to support activities associated with the American Hospital Association (AHA) Health Research and Educational Trust (HRET) CMS Partnership for Patients Hospital Engagement Network (HEN) contract. Steve serves as the national clinical lead for the HRET/HEN’s efforts to reduce harm from adverse drug events. Prior to joining Cynosure Health, Steve served as Chief Medical Officer and Chief Medical Information Officer for IHI mentor hospital Contra Costa Regional Medical Center and Health Centers, a county owned and operated delivery system in the San Francisco Bay Area. Under his executive sponsorship, Contra Costa achieved mentor status for several improvement teams. Dr. Tremain has served as faculty for the Institute for Healthcare Improvement on several topics including physician engagement, whole system change, and physician-patient communication. Steve has significant clinical experience in ICU, hospital, obstetrical, and ambulatory medicine.

Dr. Tremain earned his MD degree from the UCLA School of Medicine. He is board certified in Family Medicine and a Certified Physician Executive with the American College of Physician Executives.
Eric K. Shell, CPA, MBA has over 25 years of experience in healthcare financial management and consulting. Since joining Stroudwater in October 1997 his areas of responsibility have been to assist rural hospitals, rural health clinics, and physician group practices in improving financial and operational performance and developing strategic and operational plans.

Eric is often a featured speaker at state, multi-state and national rural conferences presenting on the future of rural healthcare, CAH financial and reimbursement issues as well as rural-hospital performance improvement. He has worked with the Department of Housing and Urban Development to implement a financing vehicle that enables rural hospitals access to capital markets; he also assisted in the development of a national program for rural hospital performance improvement and performance measurement. Further, he has helped develop new rural demonstration payment programs for frontier clinics and hospitals. Eric currently serves on the National Rural Health Associations Rural Health Congress and Governmental Affairs committee and has recently served on the Federal Office of Rural Health Policy’s Rural Hospital Issues Group Senior for Arthur Andersen & Co.

Troy A. Trejo, MS focuses in the healthcare industry connects strategy with finance and operations. Troy is deeply versed in financial and operational data analysis and business planning, and his experience includes client work with large academic medical centers, community hospitals, small rural hospitals, and medical practices. At Stroudwater, his focus is further development of the company’s rural health practice. Prior to joining Stroudwater, Troy was an integral part of a large, urban academic medical center where he was responsible for diligence and development of business growth plans, developing performance and efficiency improvement tools, and analyzing outcomes to provide strategic insights. Troy has supported the implementation of approximately $150m in business growth plans, worked on hospital transactions, managed improvement projects, and led quality and performance initiatives that resulted in an improvement to both utilization and to the bottom line.

Jack McCall is one of the most refreshing voices on the professional speaking circuit today. A true southern gentleman, Jack’s humor is crisp and clean, and his message insightful, penetrating, and on target. Consistent with his stories and his style, he is an American original. His presentations are entertaining, informative, and instructional.

For over thirty years, Jack McCall has been committed to Bringing Out the Best in People. Whether speaking on The Challenge of Change, sharing insights on how to Rekindle the Fire, or exploring secrets of Life, The Great Balancing Act, he has remained true to helping people be their best. He is a graduate of the University of Tennessee, the Tennessee School of Banking at Vanderbilt University, and the Graduate School of Banking of the South at Louisiana State University. He is recognized by the National Speakers Association as a Certified Professional Speaker.
TO RECEIVE CONTINUING EDUCATION:

1) SIGN IN AT THE REGISTRATION DESK FOR THE SPECIFIC CE DESIRED.
2) COMPLETE & RETURN THE PAPER EVALUATION INCLUDED IN THIS BOOKLET.

A certificate will be mailed to ONLY those who complete #s 1 and 2 above.
Thank you.

For more speaker info, contact Mendal Kemp, (601) 368-3384

TO PRINT THE POWERPOINT PDF:

Speakers have the opportunity to bring handouts to distribute at the meeting. All powerpoints that are provided from our Speakers will be posted as a pdf document on MHA CONNECT for 60 days. For help logging on to find the documents, please call MHA's Membership Coordinator, Anasthia Johnson, at (601) 368-3263 or email ajohnson@mhanet.org.

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Thank You,
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King $2,500

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For More Conference Information, Contact
Mendal Kemp
Mississippi Hospital Association
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