2017 Wisconsin Rural Health Conference
Glacier Canyon Lodge at The Wilderness Resort, Wisconsin Dells

This activity is jointly provided by AXIS Medical Education and the Wisconsin Hospital Association.
Dear Health Care Leaders,

On behalf of the Wisconsin Hospital Association Council on Rural Health and our conference partners, Rural Wisconsin Health Cooperative and the Wisconsin Office of Rural Health, it is my pleasure to extend an invitation to all administrators, senior leaders, nursing leaders, physician leaders and hospital board of trustee members to attend the 2017 Wisconsin Rural Health Conference. The annual Wisconsin Rural Health Conference is the statewide forum for examining the issues that impact small and rural hospitals most, as well as to collaborate with peers on innovative models for rural health care delivery.

Charisse Oland  
Chair, WHA Council on Rural Health  
CEO, Rusk County Memorial Hospital

Conference Information

Conference Purpose
The annual Wisconsin Rural Health Conference is designed to highlight public policy issues affecting rural health care, identify how the delivery of and access to rural health care are changing, and identify ways in which data and technology are improving health care for rural populations.

Who Should Attend
This activity has been designed to meet the educational needs of CEOs, Administrators, CFOs, controllers, nurse executives, medical directors, marketing/public relations directors, quality managers, risk managers, public health officials, and hospital board of director members of rural health care organizations.

Learning Objectives
After completing this activity, the participant should be able to:

- Discuss public policy issues affecting rural health care, both nationally and statewide;
- Identify how the delivery of and access to rural health care are changing; and,
- Identify ways in which data and technology are improving health care for rural populations.

Meeting Attire
The attire for this meeting is business casual. Also, remember that meeting rooms and public areas in the resort are air-conditioned and may be cool, so bring a jacket or sweater for your own comfort. Casual dress is encouraged for both the Wednesday evening and Thursday evening receptions.

Conference Cancellation Policy
Cancellations received in writing up to five business days prior to an event will be given a full refund less a $50 processing fee. No refunds will be given for cancellations received less than five business days prior and day-of-program no-shows. Substitutions are accepted.
Registration Information

2017 Wisconsin Rural Health Conference
June 21-23, 2017
Glacier Canyon Lodge at The Wilderness Resort, Wisconsin Dells

Registration Deadline: June 7, 2017

Registration Options:
WHA hospital/health system employees and WHA corporate member employees:

Entire Conference: $390 per person
Thursday Only: $290 per person
Friday Only: $160 per person

Members of hospital board of directors:

Entire conference: $340 per person
Thursday Only: $265 per person

An optional golf outing is available for conference attendees. A fee of $85 will be added to your total registration fee.

All registrations can be made online at:
http://www.cvent.com/d/w5qpcq

Payment Information

WHA accepts VISA or MasterCard payments online. If you choose to pay by check, print the automatic registration receipt you receive via email, and send a copy of it with your check payment to:

Wisconsin Hospital Association
Attn: 17RHC, PO Box 259038
Madison, WI 53725-9038

Special Needs or Dietary Restrictions

In accordance with the Americans with Disabilities Act, the Wisconsin Hospital Association seeks to make this conference accessible to all. For any special requests or dietary restrictions, please email your needs to Sherry Collins at scollins@wha.org or call 608-274-1820 by June 14, 2017.

Golf Outing (optional)

Enjoy 18 holes of golf Wednesday, June 21, at Wild Rock Golf Course in Wisconsin Dells. A shotgun start is scheduled for 12:00 p.m., with lunch available starting at 11:00 a.m. Please arrive to register by 11:45 a.m. To participate, register for the conference online by June 7, 2017. There is an additional $85 fee for conference attendees to participate in the golf outing.

Questions

For questions about content, contact Jennifer Frank at 608-274-1820 or jfrank@wha.org. For questions about registration, contact Sherry Collins at 608-274-1820 or scollins@wha.org.

Lodging Information

A block of rooms has been reserved the evenings of June 21 and 22 at Glacier Canyon Lodge at The Wilderness Resort. Please call 800-867-9453 to reserve a room in the WHA block by May 31, 2017. When making your reservation, request a room from the WHA room block at Glacier Canyon Lodge, and reference Leader #358670.

Group rate is $149.00 per night, plus $9.95 nightly resort fee and tax, for a room with two queen beds and a sleeper sofa.

Final cut-off date for room reservations is May 31, 2017, or until block fills, whichever occurs first.

The hotel’s deposit and cancellation policy for room reservations is as follows:

- Deposit policy: One night’s stay at the time reservation is made.
- May 31 is the final day to cancel hotel reservations without penalty.
- After May 31, hotel cancellations made more than 72 hours prior to check-in date will be charged a $20 cancellation fee. Cancellations made less than 72 hours prior will pay the entire room rate.

Hotel cancellations must be made DIRECTLY with the hotel.

PLEASE NOTE: It is very likely that there will be NO rooms available to Rural Health Conference attendees after the May 31 cut-off date. If you will be attending this year’s conference, you are encouraged to make your hotel reservations immediately to avoid issues.
Featured Speakers

J.D. Kleinke

J.D. Kleinke is a medical economist, author and entrepreneur. He has been instrumental in the creation of four health care information organizations, served on the boards of several health care companies, and advised both sides of the political aisle on pragmatic approaches to health policy and legislation. Kleinke has written and lectured extensively about the economics, politics and culture of the U.S. health care system over the past 25 years, being an early and often outspoken voice on the real impact of changes to the system, and the effects of such changes on patient care, clinician professional development, health care organization strategy and public health.

He has served as a member of the Editorial Board of Health Affairs and is a frequent contributor to The Wall Street Journal and The Huffington Post. As a Resident Fellow at the conservative think tank the American Enterprise Institute, Kleinke was the first to publish in the national media the conservative origins of the health care law. Alongside his research and writing, Kleinke helped establish Health Grades Inc., and served as executive vice chairman of the board. In the 1990s, he was a principal architect in the creation and rapid growth of HCIA - now Truven Health Analytics - from a niche health care data analysis firm to a publicly traded provider of information products to health care systems, managed care organizations and pharmaceutical companies across the U.S. and Europe. Kleinke’s work has appeared in The Wall Street Journal, New York Times, Barron’s, Health Affairs, JAMA, the British Medical Journal, Modern Healthcare, Managed Healthcare and Forbes. He has long been known an outspoken, non-partisan advocate for a more economically rational, data-driven, computerized, patient-centric health care system.

Sam Quinones

Sam Quinones is a freelance journalist, storyteller, former LA Times reporter, and author of three acclaimed books of narrative nonfiction. His most recent book is Dreamland: The True Tale of America’s Opiate Epidemic by Bloomsbury Press. Dreamland recounts twin stories of drug marketing in the 21st century – a pharmaceutical corporation flogs its legal new opiate prescription painkiller as non-addictive, while immigrants from a small town in Nayarit, Mexico, devise a method for retailing black-tar heroin like pizza in the U.S., and take that system nationwide, riding a wave of addiction to prescription pills from coast to coast. The collision of those two forces has led to America’s deadliest drug scourge in modern times. His career as a journalist has spanned almost 30 years. He lived for 10 years as a freelance writer in Mexico, where he wrote his first two books. In 2004, he returned to the United States to work for the L.A. Times, covering immigration, drug trafficking, neighborhood stories and gangs.

Rob Quillen

Rob Quillen is the award-winning author of the book Why Wait?, in which he takes his personal September 11th experience to tell the story about making dreams come true for others. The book is the recipient of The Honorable Mention Award for the best book of the year at the London Book Festival. Additionally, it is currently being reviewed for a movie opportunity. Quillen’s story is one that everyone can benefit and learn from listening to it. He is a unique and heartwarming storyteller who inspires audiences to recognize and appreciate the very special gift inside each one of us and shares how to unlock that gift and use it for the good of others.
Continuing Education

Accreditation Statement
In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Wisconsin Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Nursing
AXIS Medical Education designates this continuing nursing education activity for 6.25 contact hours.
Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

Long Term Care Administrators
This program has been submitted (but not yet approved) for Continuing Education for 12.25 total clock hours from NAB/NCERS.

AXIS Contact Information
For information about the accreditation of this program, please contact AXIS at 954-281-7524 or info@axismeded.org.

Disclosure of Conflicts of Interest
AXIS Medical Education requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The faculty reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

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<thead>
<tr>
<th>Name of Faculty/Presenter</th>
<th>Reported Financial Relationship</th>
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<tr>
<td>J.D. Kleinke</td>
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<tr>
<td>Eric Borgerding</td>
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<td>Tim Size</td>
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<td>Matthew Stanford</td>
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<td>Jennifer Rutkowski</td>
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<td>Vimarsh Raina, MD</td>
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<td>David Mortimer, MDiv</td>
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<td>David Snow</td>
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<td>Richard Metheny</td>
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<td>Jim King</td>
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<td>Monica Cooke</td>
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<td>Ryan Neville</td>
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<td>Sarah Trunkel</td>
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<td>Shannon Calhoun</td>
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<td>Craig Fowler</td>
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<td>Bill Sexton</td>
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<td>Kailee Kofal</td>
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<td>Eric Mayne</td>
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<td>Kelly Court</td>
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<tr>
<td>Sam Quinones</td>
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The planners and managers reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

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<tr>
<td>Jim Braun</td>
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<td>Cynthia Chicker</td>
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<td>Dan DeGroot</td>
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<td>John Eich</td>
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<td>Dean Eide</td>
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<td>Theresa Feidt</td>
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<td>Jennifer Frank</td>
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<td>David Hartberg</td>
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<td>Craig Kantos</td>
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<td>Jeremy Levin</td>
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<td>Arthur Mertig</td>
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<td>Kathryn Miller</td>
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<td>Charisse Oland</td>
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<td>Brian Potter</td>
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<td>John Russell</td>
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<td>DeAnn Thurmer</td>
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<td>Dee Morgillo, MEd, CHCP</td>
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<tr>
<td>Holly M. Hampe, D.Sc., RN, MHA, MRM</td>
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**Disclaimer**

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

**Disclosure of Unlabeled Use**

This educational activity may contain discussion of published and/or investigational uses of agents that are not indicated by the FDA. The planners of this activity do not recommend the use of any agent outside of the labeled indications. The opinions expressed in the educational activity are those of the faculty and do not necessarily represent the views of the planners. Please refer to the official prescribing information for each product for discussion of approved indications, contraindications, and warnings.

**Requirements for credit:**

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by 11:59 pm ET on July 20, 2017. Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.
2017 Wisconsin Rural Health Conference

Program Agenda

Wednesday, June 21

11:00 am  Golf outing at Wild Rock Golf Course
           Registration and luncheon starting at 11:00 AM

12:00 pm  Shotgun start for golf outing

6:30 - 8:30 pm  Welcome reception at Glacier Canyon Lodge

Thursday, June 22

7:30 - 9:00 am  Breakfast

9:00 am  Welcome

9:15 - 10:30 am  Repeal and Replace: What’s Next for the ACA?
                 J.D. Kleinke, Medical Economist, Author, Entrepreneur

This session provides an up-to-the-minute look at the realistic options for legislators seeking to replace the ACA while minimizing the political damage to themselves and economic damage to health care insurers, providers and beneficiaries. This session examines potential health insurance market upheavals, collateral impacts on hospitals and the potential reshuffling of different patient populations in and out of coverage. It also lays out a practical framework and set of critical success factors for your organization going forward, as health care enters what may be the most volatile transition in the history of an industry already defined by uncertainty.

10:30 - 10:45 am  Break

10:45 am - 11:45 pm  The State of Health Care in Wisconsin
                     Eric Borgerding, President/CEO, Wisconsin Hospital Association
                     Tim Size, Executive Director, Rural Wisconsin Health Cooperative

During this popular annual session, Eric Borgerding and Tim Size team up to discuss the current state of health care in Wisconsin and how rural health care providers are affected.

11:45 am – 1:00 pm  Attendee Luncheon

11:45 am – 1:00 pm  Hospital Board of Directors Networking Luncheon
                     No additional charge but pre-registration is required.

1:00 - 2:00 pm  Concurrent Sessions (choose one):
                 A1. Implementing Telemedicine Strategies to Meet Community Needs:
                     4 Organizations and 4 Unique Deployments
                     Jennifer Rutkowski, VP of Professional Services, Grant Regional Health Center
                     Vimarsh Raina, MD, Hospitalist, Internal Medicine, Ascension Ministry Medical Group
                     David Mortimer, MDiv, Director, Innovation Institute, Hospital Sisters of St. Francis Foundation, Hospital Sisters Health System
                     Moderated by: Matthew Stanford, General Counsel, Wisconsin Hospital Association

Telemedicine opportunities are increasingly being leveraged to provide access to care in more diverse settings, each presenting unique implementation challenges. A moderated panel discussion will feature panelists whose organizations use telemedicine in various settings, including tele-psychiatry, ER tele-stroke, and inpatient hospitalist support. The panelists will break down how their organization addressed regulatory, payment, technology/infrastructure, and organizational integration/buy-in issues for each of these unique telemedicine deployments.
A2: The Visiting Specialist and Physician Practice Options in the Rural Setting
Dave Snow, Shareholder, Hall Render Killian Heath & Lyman, P.C

This presentation will cover various options for structuring physician practice arrangements with rural hospitals, as well as review the payment advantages and regulatory waves. Subjects covered will include issues presented by the visiting specialist scenario that is so common in rural communities, as well as options for deploying employed or full-time contracted physicians under a PSA model. The goal of this presentation is to help rural hospitals find calm water in the turbulence created by the waves of regulatory obstacles and opportunities coming at them, including hospital status, rural health clinics, Medicare provider based rules, 340B, Stark, anti-kickback, tax exemption and more.

GOVERNANCE Track:
A3: Essentials for Succession Planning and Onboarding for a New CEO/Senior Leader
Richard Metheny, Practice Leader – Leadership Solutions, Witt/Kieffer
Jim King, Senior Partner and Chief Quality Officer, Witt/Kieffer

Board members of proactive health care organizations plan for leadership transition and build a pipeline for future c-suite talent. This session discusses the basics of succession management that every hospital trustee should know, and emphasizes the importance in helping organizations retain their competitive edge over the long haul and to ensure executive turnover does not derail growth and progress. Learn the fundamentals and importance of proactive executive succession planning and the importance of onboarding in regards to long-term leader success.

2:00 - 2:15 pm Break

2:15 – 3:15 pm Concurrent Sessions (choose one)
B1: Safe Care of Behavioral Patients in Critical Access Hospitals
Monica Cooke, BSN, MA, RNC, CPHQ, CPHRM, FASHRM, Founder, Quality Plus Solutions, LLC

With limited resources, competencies and security, providing safe, quality services to patients that present in an acute behavioral crisis or are chemically dependent can be daunting. This presentation will discuss the prevalence of behavioral health patients in CAHs, the clinical and safety risks they present, and concrete strategies that can assist in providing a safe environment, timely assessments and competencies and support for staff. Tools and resources will be provided for attendees.

B2: ACO Strategy: More Than a Requirement for Memorial Medical Center
Ryan Neville, President/CEO, Memorial Medical Center, Neillsville
Sarah Trunkel, Executive Director of Quality, Memorial Medical Center, Neillsville
Shannon Calhoun, Regional Vice President, Caravan Health

This presentation will examine the journey Memorial Medical Center took to making the strategic decision to adopt population health strategies and follow a path to participating in an Advanced Payment Model through a Medicare Shared Savings Program ACO. Presenters will share how Memorial Medical Center’s participation in a virtual grouping of rural facilities that make up the Southern Michigan Rural ACO benefitted the organization and its patients. Presenters will describe key population health components that need to be in place, barriers to participation and steps other rural facilities can take now to position themselves for ACO participation.

GOVERNANCE Track:
B3: A Trustee’s Role in Successful Physician Recruitment and Retention
Craig Fowler, Sr. Vice President, Training and Recruiting, Pinnacle Health Group

Even though the physician shortage is getting worse, physician jobs continue to increase. Demand is outweighing supply, giving physicians the upper hand in choosing where they practice. This session will help hospital trustees understand the current physician recruitment and retention environment, including what physicians expect from their employer; real life reasons why physicians leave positions; how the organization can negotiate a win–win agreement that incentivizes retention; and the importance of building an effective onboarding and retention plan into your organization’s recruiting process.
3:15 - 3:30 pm  
**Break**

3:30 – 4:30 pm  
**Concurrent Sessions (choose one)**

**C1. Data Analytics: No Longer Just for the Big Guys**  
*Bill Sexton, CEO, Crossing Rivers Health Medical Center, Prairie du Chien*  
*Brian Esser, Data Analyst, Crossing Rivers Health Medical Center, Prairie du Chien*  
*Tony Mirasola, Analytics & Outreach Specialist, WHA Information Center*

Analytics in health care has historically been thought of as something only large organizations could use, as it typically required a substantial internal data shop and/or the use of expensive consultants. However, in this session, Crossing Rivers Health will discuss their perspectives on health care information and share some of their efforts to use data to help guide decision making and improve the patient health care experience. The new Rural Hospital Dashboard Project that has been developed by WHA Information Center in conjunction with the Wisconsin Office of Rural Health will also be discussed. Its purpose is to create and support new tools and analysis allowing hospitals of any size to easily turn health care data into actionable information.

**C2. Team Based Transformation: Developing a Care Provider Team Model and Designing the Ideal Space to Deliver Care in Rural Environments**  
*Kailee Kofal, Clinic Administrator, Essentia Health, Spooner*  
*Eric Mayne, Associate Principal, Kahler Slater*

Learn how Essentia Health has transformed the way they deliver health care in their rural communities through a ground-up rebuilding of staffing strategies, care delivery systems and a new operational model that provides much greater operational efficiencies. This session will explain Essentia Health’s three-pronged approach to transforming ambulatory care; share examples of opportunities to regenerate older facilities into new models of care; and their efforts to find new opportunities to bring health services to new communities, including the partnership with Memorial Medical Center in Ashland to bring more accessible specialty care and cancer care; and the partnership with Spooner Health System to bring a range of new outpatient specialty services alongside the construction of the new hospital in Spooner.

**GOVERNANCE Track:**

**C3. CMS and State Surveys: What Every Board Should Understand**  
*Kelly Court, Chief Quality Officer, Wisconsin Hospital Association*  
*Matthew Stanford, General Counsel, Wisconsin Hospital Association*

This session will review the current complex landscape of CMS and state surveys, including who regulates hospitals and how the various surveys interact; when a survey might occur; who conducts the survey and for what reasons; and what happens on the day of a survey. Board members will learn how they play an important role in ensuring readiness for a CMS or state survey.

4:30 pm  
**Adjourn**

6:00 – 8:30 pm  
**Networking Reception, Dinner and Corporate Member Showcase**
Friday, June 23

7:30 – 9:00 am  Breakfast

9:00 am – 10:00 am  Dreamland: The True Tale of America’s Opiate Epidemic
  Sam Quinones, Journalist, Storyteller, Author of “Dreamland”

The unfettered prescribing of pain medications during the 1990s reached its peak in Purdue Pharma’s campaign to market OxyContin, its new, expensive—and extremely addictive—miracle painkiller. Meanwhile, a massive influx of black tar heroin—cheap, potent and originating from one small county on Mexico’s west coast and independent of any drug cartel, assaulted small towns and mid-sized cities across the U.S., driven by a brilliant, almost unbeatable marketing and distribution system. Quinones will share his story of finding hope in the same Rust Belt river town that led the country into the opiate epidemic—Portsmouth, Ohio, where townspeople are turning away from dependence and toward economic, as well as municipal, self-reliance, and with that, recovery.

10:00 – 10:15 am  Break

10:15-11:15 am  Why Wait?
  Rob Quillen, Author and Speaker

Imagine yourself sitting next to a loved one or a friend, and you know they only have 24 hours left to live. What’s your conversation going to be like with them? Now imagine yourself sitting next to the same person, but this time, you know that person has 20, 30 or 40 years left to live. What’s your conversation going to be like with them? The conversations shouldn’t be any different, but in our world today, they are. Quillen’s message teaches us that there shouldn’t be a difference in those conversations and he shows us how to bridge the gap between people dying with unfulfilled dreams and people living a life of having all of their dreams come true—before it’s too late. Quillen will share with you how a random meeting with a perfect stranger the day before 9/11 changed his life and how it will forever change yours.

11:15 am  Adjourn