**OHIO RURAL HEALTH CONFERENCE**

**AUGUST 1-2, 2022**

**Conference Session Descriptions**

**Registration and Exhibitor Tables Open  
8:00 a.m.**

**Ballroom** **WELCOME  
9:00 a.m.**

State Office of Rural Health Update

Shane Ford

ORHA Update

Sharon Casapulla, EdD, MPH, President, Ohio Rural Health Association

HRSA Update

Amanda Waldrup, MS, CHES

**10:00 a.m. Sessions**

**Jessica Ames, B.S.   
10:00 a.m.**

**25 Minute Session**

**Ballroom**

***Access to Healthcare in Rural Communities***

Angel Flight East (AFE) is an organization dedicated to rural health by facilitating free air transportation to children and adults in need of medical treatment far from home. The service runs through the help of 400+ volunteer pilots who provide the aircraft and time to fly people from rural areas to larger hospital or clinic facilities for medical care. AFE’s main office is located outside of Philadelphia, and we cover a 14 state territory, from Virginia to Ohio to Maine.  
  
Rural & Rare Reach is aimed at helping families and patients located in rural areas in getting to their medical treatment centers. This is a vital service for adults and children with cancers and other serious diseases. Over the course of six years, this initiative has raised awareness of AFE services to critical access hospitals, federally qualified health centers, state offices of rural health, and county health clinics. The project specifically focuses on a six state target including Pennsylvania, Maryland, Ohio, West Virginia, Virginia, and New York.  
  
Through the course of our presentation, attendees will learn how the organization operates, the simplicity of requesting a flight, qualifications for families, and much more.

**Christine Bailey, MSN, RN, CSSGB  
10:25 a.m.**

**August 1**

**25 minute session**

**Ballroom**

***Addressing Health Equity in Rural Ohio: A change Package to Advance Your Efforts***

In April 2022, the Centers for Medicare and Medicaid (CMS) introduced the Strategic Pillars that serve as a foundation for transforming healthcare. The first Strategic Pillar focuses on health equity with the goal of attaining the highest level of health for all people. One key component of health equity is linked to social determinants of health (SDOH) which are defined as, “…the conditions in the environment where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.” Within the state of Ohio, 26% of the population resides in rural communities and within those rural communities 64% of persons experience persistent SDOH. To achieve health equity within Ohio’s rural communities in alignment with the CMS strategic goals, Critical Access Hospitals, small rural hospitals, and communities must work collaboratively to identify and address these SDOH. This presentation will provide an overview on using national mapping tools to identify areas in their community with the highest disparities, discuss collection of Z-codes for identifying and stratifying outcomes based on SDOH, and provide strategies and resources aimed at impacting SDOH in rural and high-deprivation areas.

**Mary Kay Irwin, EdD, Theresa Hatton, BA  
10:00 a.m.**

**August 1**

**Stonehouse**

***Leveraging School-Based Healthcare to Address Unmet Rural Health Needs***

Physically and emotionally healthy children are more likely to achieve academic success as they experience fewer school absences and are better able to focus and learn while in school. Students who regularly attend school earn higher grades, score higher on standardized tests, and are more likely to graduate high school. Given this inextricable link between health and education, school-based health initiatives help ensure students are in school, healthy and ready to learn through partnerships between schools and districts and health care providers. Providers deliver primary care, behavioral health and additional wellness services to children and youth in schools where they often spend the majority of their time. Promising outcomes associated with robust school health partnerships have garnered support from state organizations, funders and other stakeholders interested in leveraging integrated systems of school-based care to address critical disparities among Ohio’s children and youth. In this session, attendees will learn how to leverage school health momentum in the state of Ohio to expand healthcare access in rural communities. Participants will also learn how to position school-based healthcare services as a strategy to address significant unmet needs identified in community health assessments.

**11:00 a.m. Sessions**

**John Hanson  
August 1**

**11:00 a.m.**

**Ballroom**

***Empathy: Your Service Superpower***

As Daniel Pink so eloquently describes it: empathy is “putting yourself in someone else’s shoes.” Did you know there are 4 typical responses to empathy in the workplace? How we respond shapes our service, leadership, teamwork and interpersonal relationships. John D. Hanson has earned top 1% scores for working with customers for two Fortune 100 companies. Across multiple industries throughout his career, he's been recognized for working well with others and earning swift promotions. Why? He learned how to unleash The Service Superpower—Empathy. John is excited to share this powerful tool with you; it will transform how you work with and serve others.

**Bridget Britton**

**August 1**

**11:00 a.m.**

**Stonehouse**

***Let’s Talk about Caregivers and Mental Health***

This session will focus on supporting the caregiver in rural areas. It has been identified that there is a lack of understanding of any of the local mental health resources available. Caregivers may not be able to leave their homes but helping them to identify at-home coping skills is crucial. This session will give attendees the tools to support mental health awareness, and how to locate local resources in underserved rural areas. This is based on a presentation given to the Caregivers Support Network.

**Scott Mash, MSLIT, CPHIMS, FHIMSS,** **Cathy Costello, JD, CPHIMS**

**August 1**

**11:00 a.m.  
Summit**

***HER-Based Public Health Reporting Options for 2022 and Beyond***

While many providers in the rural setting are exempt from the MIPS reporting program, these technology requirements have provided a means of automatic submission of data to meet public health and other reporting requirements. This session will provide an overview of the newly proposed public health reporting options available from most EHRs for 2022 and beyond.

**LUNCH/EXHIBITORS 12:00   
4th Floor Balcony**

**KEYNOTE PRESENTATION/BOOK SIGNING  
Brian Alexander**

**12:30 p.m.**

**August 1**

**Ballroom**

***The Hospital: Life, Death, and Dollars in a Small American Town***

Brian Alexander has written for many magazines and newspapers, including The Los Angeles Times, The New York Times, Science, Outside, Glamour, and Esquire. He was a contributing editor at Wired, covering biotechnology. Brian is currently a regular contributor to The Atlantic. He is the author of several books, including The Hospital: Life, Death, and Dollars in a Small American Town (2021), and Glass House: The 1% Economy and the Shattering of the All-American Town (2017).

Exclusively represented by [BrightSight Speakers](https://www.brightsightspeakers.com/speakers-a-z/brian-alexander) bureau, Brian was a finalist for the National Magazine Award, and has been recognized by the John Bartlow Martin Award for public interest journalism administered by Northwestern University's Medill School of Journalism.

**2:00 p.m. Sessions**

**Bill Auxier, Ph.D., Sidney Grant, MHA**

**August 1**

**2:00 p.m.**

**Ballroom**

***NRHA Leadership Solutions: Are They Making A Difference?***

NRHA is known for its influence on creating federal policies that impact rural America to make a difference. They also provide solutions to help current and emerging rural health leaders strengthen their leadership skills to make a difference in rural America. This presentation provides an overview of the leadership solutions available through NRHA along with the results of the impact these solutions are making.

**Lori Martensen, M.S., Sherry Adkins, MD, M.P.H.**

**August 1**

**2:00 p.m. (25 minute session)  
Stonehouse**

***We’re Building a Rural Residency. Should You Too?***

When thinking of residency training sites, it is common to first think of large, urban academic medical centers. However, rural residencies, whose alumni are much more likely to practice in a rural community, are on the rise. Family Health Services of Darke County, an FQHC, is developing a Family Medicine residency in collaboration with Wayne HealthCare, Premier Health, and Wright State University Boonshoft School of Medicine. In this session we will discuss the different types of rural residencies, resources available for assistance in developing a rural residency, and the lessons we are learning as we go through the development and application process.

**Michael Hess, Ph.D., Charles Lowery, Ph.D.  
August 1**

**2:25 p.m. (25 minute session)**

**Stonehouse**

***Health Care as a Metaphor for Moral Leadership of Schools during the Opioid Epidemic***

This presentation explores the metaphorical concept of health care as it relates to school leaders who work in districts impacted by the opioid crisis. The metaphors will be presented through five themes, developed from empirical, qualitative investigations. These themes are 1) Caregiving as Moral Compassion: School Leaders as Health Care Providers, 2) Communication as Moral Storytelling: Leaders as Story-bearers of the Crisis, 3) Crisis Management as Moral Responsiveness: Leaders as Triage Officers, 4) Stress and Fatigue of Leaders: The Necessity of Self Care, and 5) School Leaders as Stewards of a Healthy Environment. The findings presented in this presentation stress the kindred relationship between school leaders and those in the health care professions as it relates to the opioid crisis. As a result, we emphasize the moral demands placed on school principals in their endeavors to counter the negative effects of opioids on their schools and students.

**Laura Akgerman, MA, CRC**

**August 1**

**2:00 p.m.  
Summit**

***Asking the Right Questions and Finding the Right Resources for Rural Caregivers***

Caregivers provide assistance to another individual who has a disability, other limiting condition, or is suffering from an illness. Rural caregivers face additional challenges such as geographical isolation, gaps in rural service delivery systems, and the unique needs of agricultural workers with disabilities. This session will briefly review statistics on caregiving in the US., and introduce attendees to resources from the Caregiver Support Network, and agencies across the state.

**3:00 p.m. Sessions**

**Roseanne Scammahorn, Ph.D., Lorissa Dunfee, M.S., Ken Stewart, B.A.,   
Misty Harmon, M.Ed**

**August 1**

**3:00 p.m.**

**Ballroom**

***Tai Chi for Arthritis, Fighting Falls, Pain, and Inflammation through Gentle Movement***

Injury from falls is a serious health problem, even more so when you suffer from arthritis pain. The Tai Chi for Arthritis workshops, designed by Dr. Paul Lam and medical experts, incorporate the Sun style movements of Tai Chi to help you feel the benefits of improved flexibility, improved muscular strength, and improved fitness. From a standing or seated position, no matter your skill level or age, you are able to experience the essential principles of Tai Chi through short and easy to learn movements. As you build your skill set you will discover how the slow and smooth movements of Tai Chi are effective in relieving arthritic pain and reducing falls and improving blood and body fluid circulation. Join us in an interactive session where you will learn Tai Chi for beginners.

**Mike Sevilla, M.D.  
August 1**

**3:00 p.m.  
Stonehouse**

***Social Media & Rural Medicine***

Social Media has powerful potential to help educate patients, to help advocate for our communities, and to battle against misinformation. This session will give participants tips and tricks to help our stories of rural medicine.

**Ruth Dudding, CHES, CHW, Melissa K. Thomas PhD, MSPH, MSA,** **MCHES®, C-CHW**

**August 1**

**3:00 p.m.  
Summit**

***Making Change Visible***

The Making Change Visible resource can help to plan and implement an evaluation of your work and its impact. There are a variety of resources available on how to organize community engagement in health, but there is limited guidance on how to evaluate its effectiveness. This resource fills that gap for those in a position to make decisions or take actions to advance community engagement in health. Drawing on international experience and examples, it guides on approaches, and provides methods, tools, examples and worksheets to help you answer the question: what differences are our engagement efforts making? The Resource takes you step by step starting with a baseline assessment, creating a critical reference point at the start of your program. It guides you in carrying out a performance evaluation, which will tell you how well the community-engaged intervention is performing as you are implementing it. Finally, it explains how to conduct an outcome or impact evaluation, assessing the changes achieved, directly and indirectly, as a result of the intervention. The session will provide information and visuals of the resource, will link to the Shaping Health online community and suggest how to connect for anyone interested in using the Resource.

**4:00 p.m. Sessions**

**Karen Kier, BSPh, MSc, PhD, BCPS, BCACP, CTTS, FASHP, FCCP**

**August 1**

**4:00 p.m.  
Stonehouse**

***Medical Misinformation and Disinformation Related to the COVID-19 Pandemic***

The spread of medical misinformation is not new to the COVID-19 pandemic. History provides examples of misinformation related to the 1918 influenza outbreak including the recommendation of dosing aspirin 1 to 1.3 grams every 1-3 hours to combat the symptoms. The difference in the spread of misinformation today is the use of social media versus printed materials. Exposure to misinformation at the beginning of COVID-19 has been linked to increased health risks and vaccine hesitancy. A geospatial analysis study published in 2022 showed the use of social media for misinformation was more likely in rural areas where the Internet divide between rural and urban was most prevalent. Several sources are available to help evaluate the credibility of Internet and social media information. Librarians from the California State University at Chico designed the CRAAP method to evaluate resources. Two prominent organizations provide similar resources to check the facts on Internet misinformation and provide rebuttals that are helpful to healthcare providers when combatting misinformation. This session will focus on an overview of misinformation and the implications for rural health including vaccine hesitancy with evidence-based and practical solutions to improve health information distribution.

**Julie Grow, MBA**

**4:00 p.m.**

**August 1  
Ballroom**

***Project JOY: Bringing Back the Fun to Healthcare***

In this session, we will go over the importance of addressing employee burnout in our organizations and how operationalizing FUN not only has an important role in improving the overall well-being of our healthcare workforce, but positive financial impacts as well. We will also discuss how JOY is a vulnerable emotion that we have been so very reluctant to feel over the past couple of years. By scheduling FUN and making it a priority, it will start to feel natural to find our joy in healthcare once again.

**Bob Paskowski, Jason Hardin, Kathy Reep**

**August 1**

**4:00 p.m.  
Summit**

***Price Transparency: Using the Data***

As of January 2021, hospitals were required to comply with price transparency requirements issued by the Centers for Medicare & Medicaid Services (CMS). These requirements included posting a machine-readable file containing payer-specific negotiated rates and a second file with at least 300 shoppable services.

**Screening of “The Line”**

**7:00 p.m.**

**Stonehouse**

**DAY #2**

August 2, 2022

7:00 – 8:30 am Breakfast/Exhibitor Tables

8:30 a.m. NRHA National Rural Health Policy Update

Josh Jorgensen

Government Affairs and Policy Director

National Rural Health Association

9:00 a.m. Plenary- State of Rural

Troy Brown, The Chartis Group

America’s rural communities are no longer simply older, less healthy, and less affluent than their urban counterparts. Today, our analysis suggests that rural communities are becoming places in which residents are increasingly vulnerable and at risk as health disparities, inequity and socioeconomic gaps grow wider. In a new normal in which COVID is a part of every hospital operation, these indicators take on new importance for the delivery of care in rural communities across Ohio. This session will offer an expansive view into the state of the rural health safety net with an emphasis on health disparities and inequity, the emergent staffing crisis and the performance of Ohio’s Critical Access Hospitals.

**10:00 a.m. – 11:50 a.m. Critical Access Hospital Meeting**

***Pandemic Increases Pressure on Rural Hospitals and Communities, Troy Brown***

***Through Quality and Finance, Carla Brock Wilbur, DNP, RN, NE-BC***

**10:00 a.m. Sessions**

**Michelle Musser, PharmD, BCPS, NCTTP**

**10:00 a.m.**

**August 2**

**25 minute session  
Summit**

***When the Community is the Classroom: Student-Driven Community-Based Projects in a Rural Health Training Program***

Rural health training programs provide additional experience for health professional students that prepares them for practice in rural and underserved areas. A rural training program offered by a private University in a rural county offers an enhanced learning opportunity for students with a passion for rural/underserved care. A requirement of the program is the development and delivery of a community-based project (CBP) aimed at addressing a local health care need. The CBPs offer practical experience to the students in regard to needs assessments, project management, local collaboration, and research. Besides the benefit to the students the local community and agencies also benefit from additional programming addressing health care gaps in a sustainable manner. This presentation will outline the development of and incorporation of CBPs into a rural health training program. Example projects implemented by the inaugural cohort for the training program will be described as well as their impact on students and patients. Lessons learned and best practices from this experience will be discussed, informing implementation at other institutions and programs desiring to implement similar programs.

**Jessica Devine, BS**

**August 2**

**10:25 a.m.**

**25 minute session  
Summit**

***Telehealth for Today's Challenges in Ohio***

In addition to the ongoing pandemic, providers might be worrying about other contemporary challenges: reimbursement and the need for behavioral health. This presentation will introduce basics of telehealth billing and recent changes, talk about tele-behavioral health, what is it, why is it utilized, and what is the benefit.

**Shivangi Patel, MS, Sharon Casapulla, EdD, MPH**

**August 2**

**10:00 a.m.  
Stonehouse**

***Who is Alice? A Discussion of “The Line” in Ohio***

Three out of four working age adults who live in poverty have jobs. Millions more are looking for work. There are new ways of understanding what it means to live in poverty. In this discussion-based interactive session we will introduce you to ALICE and discuss the health-related challenges of being ALICE. We will be screening the documentary film, The Line, (40 min) on Monday evening for all participants.

**11:00 a.m. Sessions**

**Poster Presentations**

**11:00 a.m.**

**August 2  
Summit**

**Dissemination of Drug and Health Information Related to COVID-19 in Rural Areas**

Karen L. Kier, Ph.D., M.Sc., R.Ph., BCPS, BCACP, CTTS, FASHP, FCCP  
Michael J. Rush, PharmD, MBA, BCACP, CDE/CDCES, NCTTP  
Chase Kiriazis, PharmD, RPh  
Steven J. Martin, PharmD, BCPS, FCCP, FCCM  
Ohio Northern University Raabe College of Pharmacy

**Gardening with Arthritis- *It Doesn’t Have to Hurt!***

Laura Akgerman, MA, CRC

**Do you work with farmers with disabilities? We do.**

Laura Akgerman, MA, CRC

**Federal Hocking: Love Our Library Project**

Magnolia Ballew, student

Mary Ella Baur, BSEd, MS

**Self-management for People with Epilepsy: The SMART program**

Martha Sajatovic, MD

**Pat Brinkman, M.A., BS, Dee Jepsen, PhD, Jill Kilanowski, PhD, RN, CPNP, FAAN,** **Emilee Drerup, MPH, CHES**

**11:00 a.m.**

**August 2  
Stonehouse**

***Sun Exposure Risk-Factors and Sun Protective Behaviors Practiced by a Sample of Rural Ohio Farmers***

The purpose of the study was to identify sun exposure risk-factors and sun protective behaviors practiced by a sample of rural Ohio farmers attending OSU Extension pesticide training sessions or community-based safety programs. Farmers were invited to complete a cross-sectional and descriptive survey, which used public domains survey questions by Glanz et al. and Oh et al., either online or by paper-and-pencil. The majority of the 505 participants self-identified as male, married/domestic partner, white, non-Latino, with very fair-to-fair skin, and worked full-time mostly in field crops. Over 50% of farmers never/rarely applied or reapplied sunscreen. Between 50%-70% wore a shirt with sleeves, sunglasses, and/or hat. Tractors with enclosed cabs were most often operated by respondents. Farmers (67%) reported 0-1 sunburns in the past year and 83% said they never or rarely sit in the sun with a goal to get a tan. Most farmers never had a skin cancer assessment by a health professional; if they did, 73% were within one year’s time. Seventeen percent of farmers had a skin cancer diagnosis. While at risk for skin cancer, Ohio farmers have not widely adopted sun safety protection behaviors. Information on the other health behaviors farmers reported will also be available.

12:00 p.m. **Lunch/Exhibitor Tables**

1:00 – 3:00 p.m. **RCH Meeting  
 Ballroom**

***Keeping Up with RCH Compliance****,* Steve Simmerman

This session will review the RHC regulations and common deficiencies seen on survey.  
We'll discuss ways to avoid those deficiencies

***The Value of PCMH in Your Clinic***, Kristin Ogden

Attendees will discover 9 reasons to become PCMH accredited. We'll discuss the basic components of PCMH and how to get started.

***RHC Finance, Quality and Operational Performance Improvement,*** Greg Wolf, MBA

Data should drive decision making. But too often small rural primary care practices lack the resources, experience or support to implement effective managerial reporting systems. This presentation will provide current benchmarks on rural primary care practices across Ohio and offers an update on Ohio's pilot project to develop a statewide RHC performance improvement network. The presentation will also summarize and quantify the financial impact of the RHC Modernization Act on clinic reimbursement and profitability.

***RHC Cost Reporting****,* Julie Quinn, CPA, MBA

RHC Cost Reporting basics as well as emerging issues will be discussed. We will review cost report flow, information needed, and common calculations. Covid and telehealth documentation will be covered. We will also explore strategies in light of the new RHC rate caps.

**1:00 p.m. Sessions**

**Pat Bebo, MS, RDN, Erik J. Porfeli, Ph.D.**

**1:00 p.m.**

**August 2**

**25 Minute Session  
Summit**

***OSU Extension Public Health AmeriCorps (E-PHAC)***

This session will introduce attendees to E-HPAC. The E-PHAC project is a collaboration with OSU Extension, the College of Public Health, the Department of Human Sciences in the College of Education and Human Ecology, and an array of stakeholders across Ohio to enhance the health, education and economic prosperity of Ohio communities through a statewide alliance and local community coalitions. This is an annual project renewable for 3 years.

**Ryan Kline, Researcher**

**1:30 p.m.**

**August 2**

**25 minute session  
Summit**

***Shortage Designations and Loan Repayment***

Updates on procedures for shortage designations: Governor's Certified Shortage Area for Rural Health Clinics, Health Professional Shortage Areas (primary care, dental, and mental health), and Medically Underserved Areas/Populations. Provide overview of various loan repayment and scholarship programs from the state and federal level available to providers working in shortage areas.

**Kayla Alvis M.S., BCBA, Sharon Casapulla, EdD, MPH**

**1:00 p.m.**

**August 2 (Attendees, please bring laptop with you to presentation)  
Stonehouse**

***How Much Do You Know About Health in Your County? Exploring Publicly Available Health Outcomes Data to Address Social Determinants of Health***

In this session, participants will have the opportunity to discuss health equity and learn to use public data sources to understand health outcomes in their counties. We will discuss definitions of “rural” and how those definitions are relevant to understanding health data. Participants will leave with resources and tools to address social drivers of health in their community and promote health equity.

**Michael J. Rush, PharmD, MBA, BCACP, CDE/CDCES, NCTTP  
2:00 p.m.**

**August 2  
Summit**

***Improving Access to Rural Health Through ONU HealthWise Services***

ONU HealthWise is an interdisciplinary team of healthcare professionals established in 2010. The service is composed of distinct but interconnected services. They include the Employee and Student Wellness, Patient Services Center (telehealth), Drug and Health Information Center, Community Outreach Program, Rural Mobile Health Clinic, and Community Pharmacy. All residents of Hardin County have access to the interdisciplinary team with quality medical care offered through the mobile clinic providing disease state management and preventive health education. Ohio Northern University’s mobile health clinic, in partnership with the Kenton-Hardin Health Department, Hardin Memorial Hospital, Kenton Community Health Center and other stakeholders within Hardin County, strives to provide accessible, quality, interdisciplinary health care for the residents of Hardin County, Ohio, in order to improve patient health outcomes while providing an effective training environment for future health care professionals and leaders. The service has been recognized locally and nationally for its innovations, services, and programs. The rural mobile health clinic was appointed by the Governor of Ohio to represent the state as a mass vaccination site for COVID-19. The ONU HealthWise service played a vital role during the pandemic to improve rural health.

**Kevin Lorson, Ph.D.**

**2:00 p.m.**

**August 2  
Stonehouse**

***Physical Education & Health Education in Ohio’s Schools***

Ohio is the only state without health education standards and few Ohio schools provide health education beyond the required high school course. Conversely, Ohio is the only state that requires annual assessment and reporting to ODE regarding students’ progress towards meeting each Physical Education Standard. This purpose of the session is to highlight the role of the health education and physical education in developing, supporting, and enhancing healthy behaviors. The session provides resources and guidance to engage partners and advocate for healthy behaviors across health education, physical education, social-emotional learning, and the Ohio Whole Child Framework.