2021 Ohio Rural Health Conference

Resilience in Rural

August 11-13, 2021

Ohio Rural Health Association

Coordinated by the Ohio Rural Health Association
www.ohioruralhealth.org

Ohio | Department of Health

2021 Ohio Rural Health Conference
August 11-13
Program at A Glance

ANGEL FLIGHT EAST

9:00 am	**Welcome** Shane Ford, Ohio Department of Health Welcome from Gold Sponsor, Angel Flight East, Jessica Ames
9:15 am	**State of Rural** Troy Brown, Chartis Group
10:15 am	**Breakout Sessions** 1. Home, Health, and Humility: How Community Health Workers Fit in Rural Spaces Shanda Lewis 2. Reducing Suicide in Rural Communities Jessica Devine 3. Six Things Every Rural Hospital CEO Must Do Robert Thorn 4. Environmental Health Inequities in Rural Appalachia Michele Morrone, PhD
11:00 am	**BREAK**
11:15 am	**Breakout Sessions** 5. Using Collaboration to Address Local Food Insecurity Alisha Barton, Amanda Bennett, Daniel Remley 6. MIPS Reporting: Change is Inevitable, Success is Optional Scott Mash, Cathy Costello 7. Developing the Rural Healthcare Workforce: A Rural Scholars Program Michelle Musser, Emily Eddy

	8. The Role of Social Service Referral Networks in Addressing Health Inequities Ana Koerner, Catherine Luu
	BREAK
	Breakout Sessions 9. Opening a Non-Profit Pharmacy in Southeast Ohio Rebecca Lahrman 10. CDC Health Equity Grant and Rural Impact Jamie Carmichael
12:15 pm	11. Access to Vision Care for Students in Appalachia Dr. Shane Foster, Kelly Morman, Joan Chu Reese 12. Meeting Military Families Where They Are: A Rural Approach to Behavioral Healthcare Through a Multi-institutional Program Brei Miller, Monica Lichi 13. Growing the Next Generation of Rural Physician Leaders Lori Martensen; Dawn McNaughton, MD; Katie Lomeo

ANGEL FLIGHT EAST

WINGS FIELD (KLOM)
1501 Narcissa Road
Blue Bell, PA 19422
215-358-1922
www.angelflighteast.org

9:00 am	**State Office of Rural Health Update** Shane Ford, State Office of Rural Health **Ohio Rural Health Association Updates** and Presentation of the 2021 Rural Health Improvement Plan, Cory Cronin, PhD., ORHA Co-President Welcome from Gold Sponsor, Upper Midwest Telehealth Resource Center, Kathleen Chelminiak
9:50 am	**Regional Breakout Conversations – Engaging with the 2021 Rural Health Improvement Plan**
10:30 am	Breakout Sessions 1. **CCNE Accredited Nursing Programs and Tuition Grants** - Lauren Prieboy 2. **Hope in Flight for Patients in Rural Communities** Jessica Ames 3. **Pathways to Rural Practice in Ohio: A Medical School Collaborative** Michael Appleman, MA Ed; J. Alex Heintzelman; Jayna Vossler 4. **COVID-19 Emergency Authorization Providing Telemedicine in Rural Homes** Carl L. White
11:00 am	**BREAK**
11:15 am	Breakout Sessions 5. **Advocating for Safe Medication Use in Older Adults** Ruth Emptage, PharmD, BCGP; Nicole Cartwright Kwiek, Ph.D.

6. Stress and Depression among Rural Social Workers in Ohio during the COVID-19 Pandemic
   Daejun Park, Mingun Lee
7. You've Called 911 -- Now What?
   Christopher J. Faulknor, BS, EMT-P I/C
8. Rural Health Clinic Cost Reporting: Overview and Emerging Topics
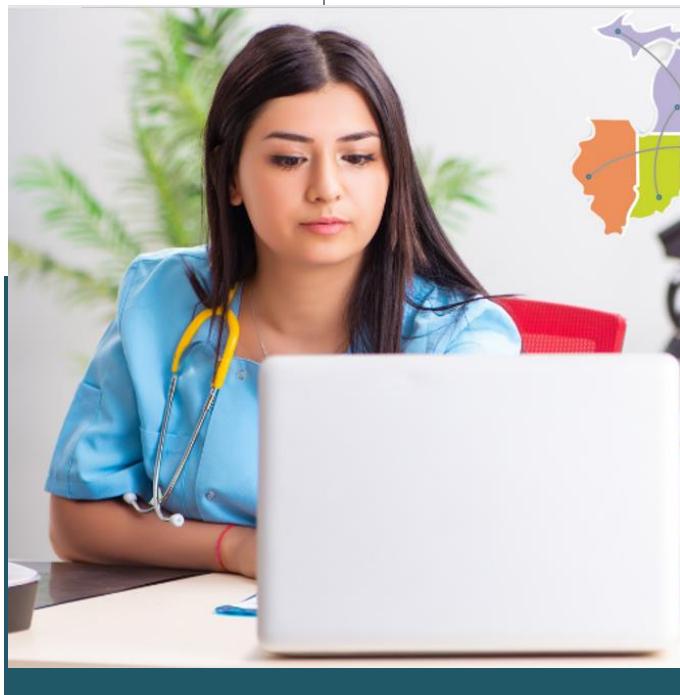   Julie Quinn, CPA, MBA

12:00- 12:30pm	**The Rural Healthcare Landscape**, Alan Morgan, NRHA
12:30 pm - 2:30 pm	**Rural Health Clinic Network Meeting** Kate Hill, The Compliance Team and Gregory Wolf, Lilypad
1:00 pm - 2:00pm	**ORHA Young Rural Health Professionals Reception and Networking Meeting**

UPPER MIDWEST
Telehealth
RESOURCE CENTER
A program of the Indiana Rural Health Association

Your Authority on Telehealth Adoption, Delivery, Compliance, and Reimbursement

UMTRC.org

9:00 am	Welcome from Gold Sponsor, The Compliance Team, Kate Hill
9:05 am	Keynote Presentation Jessica Rector, MBA, *Ignite the Burned Out*
10:00 am	BREAK
10:15 am	Breakout Sessions 1. Be the Leader Nobody Wants to Leave: Galvanize Retention Even During a Pandemic Kristin Baird, RN, BSN, MHA 2. Meeting Patients Where They Are: Improvements in a Chronic Care Management Program in a Rural Federally Qualified Health Clinic Alicia Stafford, Jason Martinez 3. Comprehensive County Data Profiles Richard Hodges, Orman Hall 4. Celebrating 100 Years of Care in a Rural Community Allen Hocker, MHA, BSN, CNOR, RN; Theresa Roth
11:00 am	BREAK
11:15 am	Breakout Sessions 5. Increasing Vaccination Uptake in Rural Health Communities Jason Glowczewski; Denise DiDonato, MBA; Robyn Hunter 6. Humanizing Healthcare Coverage in the Digital Age: Leveraging Patient Advocate Experts to Drive Revenue Traci Barry 7. Oral Health In At-Risk Populations and Access to Care - *Homa Amini, DDS, MPH; Frank Beck, DDS., Mona Taylor, RDH, BS* 8. Understanding Ohio's Agriculture Improves Health Care Delivery Bridget Britton, Ken Martin, Sarah Noggle
12:00 pm	BREAK
12:30 pm - 2:00 pm	Critical Access Hospital Network Meeting Troy Brown, Chartis Group

Advocating for Rural Ohio

Ohio Rural Health Association is a growing organization of passionate volunteers and diverse board members from many areas of care, including hospitals and clinics, individual care providers, CEOs and administrators, researchers and teachers, health departments, area social agencies, and legislators.

With a sole focus on rural health, we are driven by our commitment to passion and excellence, not agendas or special interest groups. Our members represent communities from throughout the state, where issues pertaining to rural health impact our daily lives.

ORHA Mission

The mission of the association is to enhance the health and well-being of the state's rural citizens and communities. Through the combined efforts of individuals, organizations, professionals, and community leaders, the association is a collective voice for rural health issues and a conduit for information and resources.

Board Officers

ORHA Co-President
Sharon Casapulla, EdD, MPH, Director of Education and Research at the Office of Rural and Underserved Programs at the Heritage College of Osteopathic Medicine at Ohio University
ORHA Co-President
Cory Cronin, PhD, Assistant Professor in the Department of Social and Public Health at Ohio University
ORHA Secretary
Laura Akgerman, MA, CRC, OSU Extension, Ohio AgrAbility, and PROSPER
ORHA Treasurer
Jaime Parsons, Executive Director of the Viola Startzman Clinic in Wooster, Ohio

By joining Ohio Rural Health Association, you amplify the voice of your community's health needs, build camaraderie and connection, and contribute to a growing network of healthcare advocates. You also have the opportunity to access a number of resources to help you provide the best care for your community.

- Student membership $25
- Individual membership $50
- Non-profit organizational membership $100 (includes 5 members)
- Corporate membership $250 (includes 5 members)

For more information:

http://www.ohioruralhealth.org

Session Descriptions

Wednesday, August 11

Thank you to our Gold Sponsor, Angel Flight East

The mission of Angel Flight East is to provide free air transportation to qualified patients and their families by arranging flights to distant medical facilities, delivering supplies to disaster areas, and reuniting families during desperate times.

9:00 am – Conference Welcome – Shane Ford, State Office of Rural Health

9:15 am – The State of Rural Healthcare – Troy Brown, Chartis Group

10:15 am

Concurrent Sessions

Breakout 1.
Home, Health, and Humility: How Community Health Workers Fit in Rural Spaces
Shanda Lewis
Community health workers (CHW) are a growing workforce locally, in the state and around the country. With a projected 16% growth by 2026 (US Bureau of Labor Statistics), CHWs are filling healthcare gaps, facilitating access to care, and addressing social determinants of health successfully by using a peer model grounded in cultural humility. CHWs are trusted members of their community; together, this trust, cultural humility and focus on the relationship are key elements to creating healthcare change with rural people. In 2015, Ohio University began its Community Health Worker Training Program, which is certified by the Ohio Board of Nursing and has, to date, trained nearly 100 CHWs in the region. CHWs are placed in a variety of community agencies and organizations and are prepared to work with patients facing chronic diseases, substance use disorders, reentry, and social determinants of health. During this presentation, participants will learn about how CHWs fit into such organizations, their scope of practice, and general information about the training program at Ohio University.

Breakout 2.
Reducing Suicide in Rural Communities
Jessica Devine

This presentation will focus on leadership and mental health. Referencing lessons the Rural Indiana Suicide Evaluation and Education (RISE2) network has learned, this presentation will offer information to reduce suicide in rural communities. The RISE2 network began in July 2020 as a collaborative network with four hospitals in rural Indiana. The RISE2 network engaged with local law enforcement, libraries, and community organizations to raise awareness of suicide prevention before a crisis arises. Surveying experiences with suicide can be difficult to determine thoughts of suicide, attempts of suicide and concerns of anonymity. This presentation will describe opportunities to gather data for informing and improving program planning with suicide prevention. Opportunities to amplify local suicide prevention efforts will also be described in this presentation. The intended audience includes healthcare providers, non-profit management, educators, emergency medical services and any rural resident of Ohio interested in quality of life.

Breakout 3.
Six Things Every Rural Hospital CEO Must Do
Robert Thorn

Everyone knows being a CEO in a rural hospital comes with a list of thousands of demands. Balancing the needs of board members, medical staff, and the patients. So, where does one start? In this session, learn about the six "must do's" that need to be at the top of every rural hospital CEO's list. Based on his popular series, "Six Things Every Rural Hospital CEO Must Do," Robert Thorn, a former rural hospital CEO (CAH and PPS), will go into detail not only about "what" six things a rural hospital CEO must do, but "why," "how" and "when." This session is intended for CEOs and other members of a rural hospital's C-Suite and those working with the CEO, such as board members, medical staff leaders and future rural hospital CEOs.

Breakout 4.
Environmental Health Inequities in Rural Appalachia
Dr. Michele Morrone

Numerous health disparities have been documented in the politically-defined region of Appalachia. These disparities include higher levels of diabetes, cancer, and other chronic diseases than the rest of the country. While health disparities will always exist, health inequities are avoidable when the underlying factors are understood and addressed. Since some Appalachian places are subject to more environmental exposures than places outside of the region, health disparities in Appalachia raise questions about environmental justice and the possibility that these disparities can be alleviated by reducing inequitable environmental exposures. This session includes specific cases that document environmental inequities in Appalachia and argues that these inequities are affecting health, especially in rural areas.

Breakout 5.
Using Collaboration to Address Local Food Insecurity
Alisha Barton, Amanda Bennett, Daniel Remley
Food insecurity exists whenever the availability of nutritionally adequate and safe foods or the ability to acquire acceptable foods in socially acceptable ways is limited or uncertain (S.A. Anderson, 1990). According to Feeding America, one in seven of Ohio's residents is food insecure. This session will highlight a case study of how county professionals created a local food committee to address food insecurity within the county. Details on how the county staff utilized different strategies for engagement and community partnerships will be shared and ways they employed unique resources to address this issue. Impacts of the committee's activity and work can be seen in resident and volunteer participation in monthly "Pop-up Pantries," information solicited by local county officials and councils seeking to better understand and support the committee's work, and by the recent grant award received as a result of the partnerships created by the committee to create a community garden specifically to address food insecurity in the count. Successes and ideas will be explored to encourage professionals to return and effectively contribute to their local food councils. Resources will be shared for those interested in starting their food insecurity councils.

Breakout 6.
MIPS Reporting: Change is Inevitable, Success is Optional
Scott Mash, Cathy Costello
The reporting requirements of the MIPS program are ever changing from year-to-year and will be made exponentially more difficult in 2022 due to the major transition to the updated MIPS Value Pathways (MVP) program. This session will provide a detailed overview of the MIPS requirements specific to rural providers for the 2021 reporting year with a look forward to 2022 and the MIPS Value Pathways program.

Breakout 7.
Developing the Rural Healthcare Workforce: A Rural Scholars Program
Emily Eddy, Michelle Musser
A shortage of qualified health care providers is a continuous concern impacting health care in rural areas. This multifactorial problem is complex, but one potential way to address this shortage is the development of rural health-specific training programs. These programs can be aimed at cultivating knowledge, skills, and experience surrounding rural health care for health professional students with a passion for care in underserved areas. In this session, faculty from Ohio Northern University will discuss the development of a Rural and Underserved Health Scholars Program aimed at preparing health professional students for practice in rural and underserved areas. A landscape of similar available programs will be presented along with the development of this current program. The benefits and strengths of the program will be defined and the process to establish the program will be outlined including cultivating buy-in among administrators, students, and community partners. The components of the program, lessons learned, best practices and current program outcomes will be discussed. The audience will be engaged in a discussion about the next steps and future directions within the program. After the

session, audience members can apply this process to developing or partnering with a similar program.

Breakout 8.
The Role of Social Service Referral Networks in Addressing Health Inequities
Ana Koerner, Catherine Luu
As our collective understanding of the social drivers of health continues to evolve, there are growing calls from government, healthcare, and community stakeholders alike to formally integrate social services into the healthcare ecosystem. So why is social care still on the periphery of the healthcare system? Research shows that access to basic needs like food, housing and transportation have a direct impact on health outcomes, yet these systems continue to operate in silos. Over the past year, Healthify has been working alongside Ohio Medicaid managed care plans, including CareSource, to address this issue by building a network of social services providers and health care stakeholders who utilize a common platform to improve care coordination and access to social care. This session will explore the role of technology in sharing information and measuring impact, emerging opportunities for value-based contracts and innovative reimbursement models, as well as the challenges and successes experienced while building a state-wide social services referral network. The session will also discuss the opportunities and limitations of new social service referral networks for rural environments. Healthcare and social services stakeholders will learn strategies to leverage new technologies, as well as advances in public policy, to maximize efficiency and coordination to ultimately improve health outcomes for Ohio's most vulnerable individuals.

12:15 pm

Breakout 9.
Opening a Non-profit Pharmacy in Southeast Ohio
Rebecca Lahrman
Rising Suns Non-Profit Pharmacy is serving patients who are at or below 200% the federal poverty line by providing medication free of charge. This session is aimed at individuals who help people with medication access such as health care providers, social workers, and community members. We are located in Athens, Ohio and serve the surrounding counties. We began because thousands of residents go without medications for life-threatening illnesses such as hypertension, diabetes, mental health conditions and asthma/COPD. Ohio has several other non-profit pharmacies that have helped us along our journey to open the pharmacy. Patients in rural areas experience barriers to medication access and we will discuss several ways to overcome common barriers.

Breakout 10.
Center for Disease Control Health Equity Grant and Rural Impact
Jamie Carmichael
Introduce the Ohio Department of Health Office of Health Equity and how the work of the office will help support rural communities throughout Ohio. Share how Ohio will use funding through the CDC COVID-19 Health Disparities Among Populations at High Risk and Underserved Communities to support health disparities in rural communities across the state. Specific topics include improving data collection, expanding infrastructure, mobilizing partnerships, improving

regional transportation resources, supporting behavioral health, and educating peers/paraprofessionals.

<u>Breakout 11.</u>
Access to Vision Care for Students in Appalachia
Dr. Shane Foster, Kelly Morman, Joan Chu Reese

Access to vision care services is challenging in many areas of Appalachian Ohio, largely due to the region's remote location, lack of providers, and inadequate transportation. Additionally, Ohio Department of Health statistics show that only 22.5% of children who fail a vision screening, which could indicate the presence of a vision problem, receive the recommended eye exam from a vision care professional. Speakers will address this significant public health concern, the importance of good vision for students and a new program called iSee with Vision To Learn designed to address these issues. iSee with Vision To Learn is a collaboration between the Foundation for Appalachian Ohio, the Ohio Optometric Foundation, and Vision To Learn, Inc. to bring eye and vision health care directly to students in Appalachian Ohio. The program utilizes mobile vision clinics and engages local opticians and optometrists to deliver vision screenings, eye exams and glasses to students while they are at school. The partnership is designed to eliminate a significant barrier to children receiving eye care after a school vision screening, and create relationships with local doctors of optometry to forge a lifetime of eye and vision care.

<u>Breakout 12.</u>
Meeting Military Families Where They Are: A Rural Approach to Behavioral Healthcare through a Multi-institutional Program
Brei Miller, Monica Lichi

This presentation is to introduce healthcare professionals to the Star Behavioral Health Providers (STAR) program. It is an initiative in Ohio developed through a collaboration with the Ohio National Guard, Ohio Department of Veterans Services, Ohio Department of Mental Health and Addiction Services, The Ohio State University, American Red Cross, OhioCares, the Military Family Research Institute at Purdue University and the Center for Deployment Psychology. This program was developed to train civilian behavioral health care providers in military specific culture and treatments. While the VA provides excellent service, these locations are mostly located in dense populations. The goal of the STAR program is to train civilians specifically in rural areas to help provide the best trained professionals for military members, veterans, and their families. There are several tiers of trainings in which behavioral health care professionals focus on evidence-based treatment to address specific mental health concerns of service members and families. In a second initiative, providers who have completed all tiers are accepted into a registry to connect provider and patient more efficiently. This presentation will review the mission and general program outline of the STAR program, discuss how individuals can become more connected with the program and review the success and continued growth and potential of the program.

<u>Breakout 13.</u>
Growing the Next Generation of Rural Physician Leaders
Lori Martensen; Dawn McNaughton, MD; Katie Lomeo

Grand Lake Health System (GLHS) physicians have precepted rural pathway medical students from the Wright State University Boonshoft School of Medicine in clinical rotations since 2014.

Believing that the best way to recruit medical students to rural practice is to provide students with rural experiences early, often, and for extended periods of time' during their education, Grand Lake and Wright State continuously investigate way to maximize the time rural-oriented medical students can spend at rural health systems. In 2021, GLHS designed a leadership elective that provides students the opportunity to expand their knowledge of rural medicine outside of the clinic. This elective allows students to work side-by-side with a variety of health system administrators and leaders and witness the various responsibilities that go with each role. In this session, we will share details about the leadership course, provide feedback received from students who have completed the course, and discuss other non-clinical ways rural health systems can engage with medical students.

Poster Presentations

- *Educating Healthcare Providers on How Appalachian Culture Impacts Diabetes Care via 360-degree Virtual Reality* - Brooke Rigot

- *Examination of Healthcare Professionals' Use of Language in Diabetes Care: A Secondary Qualitative Data Analysis* - Amy Saunders, OMS II, Elizabeth A. Beverly, PhD

- *Can more outpatient facilities lead to better diagnosis of Alzheimer's Disease and Related Dementia (ADRD) in rural Ohio? A study of the association between drug and alcohol abuse facilities and ADRD prevalence* - Tiana Stussie

- *Did COVID-19 disrupt - community cohesion or create community cohesion?* Mary Quaboh, MPH and Cory E. Cronin, PhD

- *Rural Educational Leaders' Perceptions on Mental Health Programs for Adolescent Students Impacted by Opioid Misuse* - Emma Harter

- *Pharmacist-Led COVID-19 Response at A Private University* - Michael Rush

- *Ohio Farmers' Self-Report Six Health Behaviors* - Dee Jepsen
- *Go to where the people are: Recommendations to improve preconception care for rural women* - Akia Clark, MPH(c) & Natalie DiPietro Mager, PharmD, PhD

Thursday, August 12

Thank you to our Gold Sponsor, The Upper Midwest Telehealth Resource Center

The Upper Midwest Telehealth Resource Center (UMTRC) provides a comprehensive set of telehealth clinical and technical assistance services, creating lasting value to healthcare providers. Key resources include telehealth reimbursement, telehealth policy, and development of sustainable telehealth programs. The UMTRC region encompasses the states of Illinois, Indiana, Michigan, and Ohio.

The UMTRC is funded by the U.S. Department of Health and Human Services' (DHHS) Health Resources and Services Administration (HRSA) Office for the Advancement of Telehealth, which is part of the Federal Office of Rural Health Policy.

9:00 am - State Office of Rural Health, Shane Ford

Ohio Rural Health Association Update: Rural Health Plan, Cory Cronin, PhD, Co-President, ORHA

9:50 am - Regional Breakout Conversations- Engaging with the Ohio Rural Health Improvement Plan

Concurrent Sessions

Breakout 1.
Commission on Collegiate Nursing Education Accredited Nursing Programs and Tuition Grants
Lauren Prieboy, Janet Miller
The American College of Education offers three different Commission on Collegiate Nursing Education Accredited nursing programs, Masters, Doctoral, Micro-credentials, and certificates in healthcare related fields. We also offer tuition grant to any qualifying healthcare entity that can save employees/students up to $1000 in tuition costs.

Breakout 2.
Hope in Flight for Patients in Rural Communities
Jess Ames
Angel Flight East (AFE) is an organization dedicated to rural health by arranging free flights for children and adults in need of medical treatment far from home. The service is provided by a network of volunteer pilots throughout a 14-state footprint from Virginia to Ohio to Maine. Pilots use their own aircraft and assume all expenses of the flight. Patients can fly with AFE as often as needed and there is never a charge. Now in its fifth year, Rural & Rare Reach is aimed at helping families located in rural communities access critical medical care. During the COVID-19 pandemic, AFE completely pivoted efforts to flying 200,000+ pieces of donated personal protective equipment (PPE) to 90 different rural healthcare facilities. Through the course of our presentation, attendees will learn the simplicity of requesting a flight for a patient, qualifications needed, and how the organization operates.

Breakout 3.
Pathways to Rural Practice in Ohio: A Medical School Collaborative
Michael Appleman, MA, Ed; J. Alex Heintzelman; Jayna Vossler
Ohio has the fourth largest rural population in the U.S., and recent data suggest a physician-to-population disparity. In Ohio's metropolitan areas, there are 38.9 physicians per 10,000 population versus 11.7 physicians per 10,000 population in nonmetropolitan areas. We have formed a collaborative of the medical schools in Ohio with rural pathway programs. In this session, leaders of the programs will explicate the challenges of addressing the rural physician workforce shortage and discuss rural programming for medical students. We will also discuss student background characteristics and their correlation with intent to practice in a rural and/or underserved area. Utilizing a narrative method, students from these programs will share their stories and what impacts their thinking about specialty and residency. Additional context will be provided on the prominence of place and context in these very complex, dynamic, and human decisions.

<u>Breakout 4.</u>
COVID-19 Emergency Authorization Providing Telemedicine in Rural Homes
Carl L. White
The Ohio Medicaid Office and the Federal Medicare Office (CMS) authorized telemedicine be provided to patients wherever they are located, including their own homes. Certified home health aides can be providers of home telemedicine services. Certified home health aides assist patients with bathing, eating, brushing teeth, dressing, taking medicine, wearing or removal of artificial limbs and changing dressings. One Research and Development has received grant funding to develop, test and implement a telemedicine mobile intensive care unit, "TeleMed ICU," that will provide in-home telemedicine in rural homes and link the patient to Rural Health Clinics (RHC), Federally Qualified Health Centers (FQHC) and remote medical specialists both in Ohio and nationally. The TeleMed ICU is a mobile telemedicine cart comprised of medical devices enabling patient medical data typically available in an ICU will now be available from the patient's home. The TeleMed ICU is classified as durable medical equipment and can be prescribed by the patient's case worker and physician with no cost to the RHC or FQHC.

11:15 am

<u>Breakout 5.</u>
Advocating for Safe Medication Use in Older Adults
Ruth Emptage, PharmD, BCGP; Nicole Cartwright Kwiek, Ph.D.
As we are amid an exponential growth of Ohioans over the age of 65, who are known to be high utilizers of medications, it is vital to continually advocate for safe medication use in this population. According to the Ohio Department of Aging's 2020 Summary Assessment of Older Ohioans, unintentional drug overdose deaths have more than doubled over the past 10 years among this population. We will discuss three key elements to help address safe medication-taking practices among older Ohioans. First, we must encourage older adults to become knowledgeable about their specific medication regimens. Second, it is important to disseminate the best practices for safe storage and disposal of medications and how this can be accomplished even in rural areas of Ohio. Third, all need to be informed about the medication misuse issues in Ohio and what can be done about it. We will also review the GenerationRx Older Adult Toolkit, an educational resource which aims to help local communities address these three elements. This session will be applicable to a wide audience.

<u>Breakout 6.</u>
Stress and Depression among Rural Social Workers in Ohio during the COVID-19 Pandemic
Daejun Park, Mingun Lee
This session will provide knowledge about associations between stress, depression, and COVID-related factors among rural social workers in Ohio. The State of Ohio was one of the states with the most cases of COVID-19, and social workers had to provide human and social services especially for underserved populations living in rural areas, including older populations. However, rural social workers' mental health did not receive much attention. We conducted an online survey for licensed social workers in Ohio from December 2020 to January 2021 in order to investigate social work practitioners' mental health status during the pandemic and collected data of 156 rural social workers. The main outcome variables concerning mental health were perceived stress and depressive symptoms. We analyzed multiple regression models to explore

the associations relating to stress and depression. The results from our research showed stress and depression were positively related to income, increased work hours, and COVID-positive clients, while they were negatively associated with social connectedness and self-care. The presenters will discuss how to deal with mental health issues in socially isolated situations. The intended audiences would be social workers or health practitioners who are interested in mental health management in the COVID-19 pandemic.

Breakout 7.
You've Called 911 -- Now What?
Christopher J. Faulknor, BS, EMT-P I/C
So, you've called 911 and EMS is on their way -- Great! But now what? What can you do to prepare your patient for their upcoming trip to the hospital, and what will most help and hinder the people coming to make that trip? Learn while you laugh as you get tips from the best and worst experiences of the paramedic who has seen it all!

Breakout 8.
Rural Health Clinic Cost Reporting: Overview and Emerging Topics
Julie Quinn, CPA, MBA
Participants will learn the overall flow of the Rural Health Clinic (RHC) cost report, including how the report worksheets flow into their ultimate cost per visit. We will walk through the basic calculations and information requirements. We will also discuss emerging issues impacting the RHC report such as telehealth, COVID-19 vaccines, and FTE modifications/calculations.

12:00 pm

12:00 pm – 12:30 pm The Rural Healthcare Landscape
Alan Morgan, National Rural Health Association

12:30 pm - 2:30 pm: Rural Health Clinic Network Meeting
Kate Hill, The Compliance Team & Gregory Wolf, Lilypad

Clinics tune in to listen:

Kate Hill will speak on RHC Compliance; performing a self-survey to assure compliance and The Case for the CVIID Medical Home. Learn how to use those Federal Funds to increase the quality in your clinic.Greg Wolf of Lily Pad will present on performance : Understand Your Performance: State, Regional and National Benchmarks for Ohio RHCs. Jonathan Pantenburg of Stroudwater will speak RHC Revenue Cycle Best Practices; Revenue cycle flays a fundamental role in the continued success of Rural Health Clinics. This presentation provides an overview of Revenue Cycle best practices necessary to sustain operational efforts.

1:00 pm – 2:00 pm ORHA Young Rural Health Professionals Reception and Networking Meeting

Poster Presentations

- *Educating Healthcare Providers on How Appalachian Culture Impacts Diabetes Care via 360-degree Virtual Reality* - Brooke Rigot

- *Examination of Healthcare Professionals' Use of Language in Diabetes Care: A Secondary Qualitative Data Analysis* - Amy Saunders, OMS II, Elizabeth A. Beverly, PhD

- *Can more outpatient facilities lead to better diagnosis of Alzheimer's Disease and Related Dementia (ADRD) in rural Ohio? A study of the association between drug and alcohol abuse facilities and ADRD prevalence* - Tiana Stussie

- *Did COVID-19 disrupt - community cohesion or create community cohesion?* Mary Quaboh, MPH and Cory E. Cronin, PhD

- *Rural Educational Leaders' Perceptions on Mental Health Programs for Adolescent Students Impacted by Opioid Misuse* - Emma Harter

- *Pharmacist-Led COVID-19 Response at A Private University* - Michael Rush

- *Ohio Farmers' Self-Report Six Health Behaviors* - Dee Jepsen
- *Go to where the people are: Recommendations to improve preconception care for rural women* - Akia Clark, MPH(c) & Natalie DiPietro Mager, PharmD, PhD

Visit Our Conference Exhibitors!

UPPER MIDWEST
Telehealth
RESOURCE CENTER
UM**TRC**.org
A program of the Indiana Rural Health Association

NKU
NORTHERN
KENTUCKY
UNIVERSITY

CHARITABLE HEALTHCARE NETWORK
Ohio: Stronger. Healthier. Together.

MENTAL HEALTH &
Ohio
ADDICTION SERVICES

Friday, August 13

Thank you to our Gold Sponsor, The Compliance Team

Accreditation. Simplified.
It is what sets The Compliance Team apart from other AO's and why over 1000 Rural Health Clinics choose us! The plain language quality standards save you the headaches and our team of expert advisors ensures you are prepared from start to survey with expert-led webinars, self-assessment checklists, and web-based patient satisfaction & outcomes benchmarking.

Innovative Solutions.
TCT is once again pioneering rural healthcare performance improvement by expanding the Patient Centered Medical Home standards to integrate COVID outreach, engagement, and education. COVID Medical Home enables rural hospitals & health clinics to address COVID prevention and mitigation.

9:00 am

Keynote Presentation

Ignite the Burned Out: How Leadership Inspires the Disengaged
Jessica Rector, MBA

Burnout and stress are at an all-time high, affecting every industry, every organization, and every position.

People feel overwhelmed, unappreciated, and un-recognized, which decreases productivity, attitude, and performance. Burnout is an organizational and leadership issue affecting morale, engagement, and relationships.

Research shows even the "best place to work for" Google has 53% of their employees burned out. How much is burnout really costing your organization?

With so much going on in organizations, the economy, and the world, wellness is on the forefront of people's minds. How can you better help your people, so they want to keep doing their best work, having a great attitude, and doing more than expected?

With so many people working from home, burnout infiltrates every area of life…how you lead, how well you perform, how much you get done, how you interact with others, if you engage with them, how you remain focused, and your ability to be present. These trickle down to your family and directly impact your work.

People don't recognize they are in burnout until they've been in it about a year. Imagine the damage that has already been done. Once they feel burned out, they try to dig themselves out of it, not really knowing how or what will work. This creates a never-ending cycle of stress, pressure, health issues, safety issues, and the desperate need to escape.

Burnout will not go away on its own. Help begins with the organization and leaders. Jessica shows you the #1 strategy leaders should use to help their people with burnout (it's not what you think), while preventing burnout in themselves.

Using her research, Jessica shares how organizations can proactively anticipate burnout, teams can stop stress from spreading to other work and life areas, and how leaders can ignite, motivate, and empower employees to build resilience, create a thriving culture, and tackle uncertainty and challenges without burnout.

It's time to contain burnout before it continues to spread.

<u>Learning Objectives</u>
- Examine their #1 contributing factor and the vital role self-talk plays in burnout and stress
- Use on-the-spot demonstrated stress management and burnout relieving techniques to their work
- Apply what organizations can do in the long and short term to ignite their teams
- Determine and apply how to acknowledge and appreciate employees in the way they want
- Establish tools for increased engagement and connection increasing retention and reducing burnout

10:15 am

Concurrent Sessions

<u>Breakout 1.</u>
Be the Leader Nobody Wants to Leave: Galvanize Retention Even During a Pandemic
Kristin Baird, RN, BSN, MHA
Turnover is nothing new but add a pandemic to the mix and you have a prescription for disaster. This session takes an honest look at the numbers including the rate and cost of turnover in healthcare, then focuses on what leaders can do to create and sustain a more engaged, loyal workforce even in the face of a pandemic. Rural health organizations are lean operations. There is rarely excess staff to pull from when someone leaves, especially considering that the time to hire a qualified individual averages 81 days. The cost of turnover is .5 - 2X the annual salary per individual and the labor pool of qualified candidates is smaller than ever. This session will explore

the real cost of turnover beyond just the financial impact to include the impact it has on the remaining team members, quality, safety, service, and reputation. But beyond the data, we'll focus on what can be done to retain the staff you have, while keeping them engaged and invested in the organization. Baird will review actions that can be easily implemented with great results.

Breakout 2.
Meeting Patients Where They Are: Improvements in a Chronic Care Management Program in a Rural Federally Qualified Health Center
Alicia Stafford, Jason Martinez
Establishing a Chronic Care Management program can be challenging but is a proven benefit for patients. Community Health & Wellness expanded their struggling program during a trying time of the COVID-19 pandemic and have seen a positive impact on patient health outcomes along with high patient satisfaction. Broadening outreach with alternate routes of communication has resulted in high patient engagement. Learn how they use a team-based approach to care as well as plan to expand their program and services in this session designed for either clinical or administrative staff.

Breakout 3. Comprehensive County Data Profiles
Richard Hodges, Orman Hall
Researchers with the Ohio Alliance for Population Health have compiled comprehensive county health data profiles that include average age of death, leading causes of death, relative prevalence of different causes of death, socioeconomic and Social Determinant of Health (SDH) overlays and specific timely topics like opiates, COVID-19, gun violence and police involved shootings. The result is the most comprehensive health profile available broken down by county and census tract when appropriate.

Breakout 4.
Celebrating 100 Years of Care in a Rural Community
Allen Hocker, MHA, BSN, CNOR, RN; Theresa Roth
In April 2021, OhioHealth Shelby Hospital celebrated 100 years of providing care in a rural community. This session will describe transformational change that positioned a small, rural community hospital into a viable care site within a larger health system. Presenters will cover where we have been, where we are and plans for success in the future. This session is directed towards any entity intent committed to providing high quality healthcare to their rural communities.

11:15 am

Breakout 5.
Increasing Vaccination Uptake in Rural Health Communities
Jason Glowczewski; Denise DiDonato, MBA; Robyn Hunter
University Hospitals Conneaut and Geneva Medical Centers leaders will describe proven multi-faceted strategies during the administration of employee COVID-19 vaccinations to achieve an overall 82% acceptance rate during Phase 1A of Ohio's vaccine roll-out, against a UH systemwide uptake of 62.3%.

Strategies presented will include educational/clinical considerations, accessibility, engagement of system experts and senior leadership rounding. Additional strategies that were adapted to improve acceptance rates in the community will also be explored with best practices shared through alignment of cooperative partnerships with local health departments and the competitor health system hospital in the county.

Breakout 6.
Humanizing Healthcare Coverage in the Digital Age: Leveraging Patient Advocate Experts to Drive Revenue
Traci Barry
Current trends in Revenue Cycle Management (RCM) are toward digitalizing many areas from claims submissions to collections - any components to make the process efficient, cost effective and drive more revenue. By eliminating most face-to-face interactions, too often facilities miss opportunities to maximize revenue in the eligibility enrollment process. This session will explore how to effectively incorporate patient advocate expertise into the early stages of the patient experience to yield better ratios in securing coverage resources for self-pay populations and faster revenue reaching accounts receivable. We'll talk about how to build the right touchpoints to positively impact the patient experience and the value of utilizing outside experts to allow patient financial services teams to focus on driving more revenue in other areas of the revenue cycle.

Breakout 7.
Oral Health in At-Risk Populations and Access to Care
Homa Amini, DDS, MPH; Frank Beck, DDS., Mona Taylor, RDH, BS
Maintaining good oral health during pregnancy is important for the overall health of the mother and her baby. Hormonal changes can affect the mouth, and untreated dental disease can lead to harmful infections. This presentation will provide an overview of oral health during pregnancy and early childhood. It will also provide information on an innovative pilot project aimed at integrating oral health into prenatal care. At one time, dentists were the 2nd leading prescriber of opioid prescriptions as well as the leading prescriber of opioid prescriptions for adolescents. This presentation will describe and highlight Mercy Health's 3-prong approach to addressing the Opioid Crisis, the introduction of Substance Use Disorder Screening. Finally, the primary goal of the Ohio Department of Health Oral Health Access Program is to reduce disparities and improve access to dental care for vulnerable Ohioans. Oral health access topics to be discussed include safety net dental care programs, dental health professional shortage areas and Ohio's dentist and dental hygienist loan repayment programs, and the development and implementation of Evidence-based Pain Management Curriculum.

Breakout 8.
Understanding Ohio's Agriculture Improves Health Care Delivery
Bridget Britton, Ken Martin, Sarah Noggle
Have you ever walked a corn field, taken a behind-the-scenes visit to a greenhouse or milked a cow? Health providers are well-trained in their profession but having an understanding for the workload and the stresses of agricultural workers can improve practitioners' ability to address and reduce barriers within farm populations when it comes to health care delivery. Health stigmas may keep farm family members from seeking appropriate health care within their own rural communities. Limitations in cell phone reception, internet connectivity, hospital availability and specialized professionals are additional reasons for farmers to look outside their immediate areas. Family farms often carry their own health

insurance and high cost often leads to poor care. It's easier for patients to say, "I can't afford this" or "Forget it" and not take care of themselves on a physical, mental, or emotional level, waiting until it's too late for preventative measures. This session will help you understand the physical, financial, and situational stresses that exist in agriculture. OSU Extension professionals will provide an in-depth look at the daily demands of Ohio's farmers so that when they say, "You don't understand what I deal with," you have a starting point to advance the conversation.

Poster Presentations

- *Educating Healthcare Providers on How Appalachian Culture Impacts Diabetes Care via 360-degree Virtual Reality* - Brooke Rigot

- *Examination of Healthcare Professionals' Use of Language in Diabetes Care: A Secondary Qualitative Data Analysis* - Amy Saunders, OMS II, Elizabeth A. Beverly, PhD

- *Can more outpatient facilities lead to better diagnosis of Alzheimer's Disease and Related Dementia (ADRD) in rural Ohio? A study of the association between drug and alcohol abuse facilities and ADRD prevalence* - Tiana Stussie

- *Did COVID-19 disrupt - community cohesion or create community cohesion?* Mary Quaboh, MPH and Cory E. Cronin, PhD

- *Rural Educational Leaders' Perceptions on Mental Health Programs for Adolescent Students Impacted by Opioid Misuse* - Emma Harter

- *Pharmacist-Led COVID-19 Response at A Private University* - Michael Rush

- *Ohio Farmers' Self-Report Six Health Behaviors* - Dee Jepsen

- *Go to where the people are: Recommendations to improve preconception care for rural women* - Akia Clark, MPH(c) & Natalie DiPietro Mager, PharmD, PhD

12:30 pm

12:30 pm Critical Access Hospitals Network Meeting
Troy Brown, Chartis Group

Please join us as we review the latest release of the Hospital Strength INDEX performance for the OH CAH Network. The review will include a look at market position, quality performance, and financial comparisons. In addition, we will look at the status of the 2021 Deep Dive Projects and review the Value Based Purchasing Consortium for the 2021/2022 grant year and Emergency Department Transfer Communications performance.

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