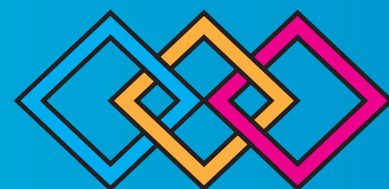


18th NCHN ANNUAL EDUCATIONAL CONFERENCE



NCHN

*Serving Health Networks
since 1995*



PRESIDENT'S WELCOME

Carolyn Witherspoon, NCHN President 2011 - 2012

Welcome to the NCHN 18th Annual Conference. We are so glad you are here. Each year, conference participants look forward to the opportunity to network, reconnect with peers and colleagues, make new friends, hear about the exciting work that health networks are doing across the nation, and learn about the latest innovations in healthcare delivery accomplished through health networks. And yes, of course, have some fun!

Special thanks to the 2012 Conference Planning Committee for the outstanding job they have done coordinating the event you are about to experience. Their dedication and commitment to serve the NCHN membership through their participation on this committee is outstanding. This year's Committee has planned an exceptional conference agenda. You will participate in interactive workshops,

experience informative educational sessions, and learn from masterful network leaders.

Crista F. Benavidez, our opening speaker, will share ready-to-apply collaboration techniques that will assist you in accomplishing more of your organization's goals. You will return to your network with 10 keys to creating a collaborative environment as you put into practice the theme of the conference, *Health Networks of the Future – All Together Now*. The conference agenda includes something for every type of network, regardless of the development stage of your organization. You will be immersed in the world of networks. Take advantage of the opportunity to engage as many folks as possible in discussions and exploration of network topics. Be prepared to learn:

- * how to more fully engage your board members;
- * how to support your overall organization through business planning;
- * what other networks are doing in the area of Health Information Technology;
- * about sustainability strategies that are working,
- * how to negotiate;
- * the latest information relevant to health networks from HRSA;
- * about best practice models and how to implement the strategies into your network;
- * how to quit worrying and take action in implementing ideas and concepts of self-sustained networks; and of course,
- * how to do *more, better, for less!*

We are excited that NCHN is co-located in Denver this week with one of our partners, the National Rural Health Association (NRHA). By coordinating our conference agendas, we are excited to be able to offer for the first time ever the opportunity for NCHN Conference participants

to visit the NRHA exhibit hall and opening reception on Tuesday evening. I encourage you to take advantage of this opportunity to visit with their numerous exhibitors and other health care advocates from across the country. Then on Wednesday morning, we are so excited to be invited to their opening session to participate in the presentation by T. R. Reid, one of the nation's best-known reporters through his books and articles, his documentary films, his reporting for the Washington Post, and his light-hearted commentaries on NPR's Morning Edition. His newest film, *U.S. Health Care: The Good News*, premiered in February. You can watch the full episode on the PBS website.

Following Mr. Reid's presentation, Tim Size, Executive Director of the Rural Wisconsin Hospital Cooperative, will share his wisdom and expertise gained from leading one of the outstanding health networks in the nation since 1978. Tim looks forward to your questions and input, as the session will include plenty of time for questions.

NCHN believes and supports the concept that *we are all in this together!* We strive to support and strengthen health networks through a variety of activities, including the annual educational conference. I encourage you to review the conference program and plan your personal strategy to obtain the most information, to develop a network of peers for future knowledge exchanging, to discover at least one new strategy or technique that you can implement when you return to your network, and to have some fun over the next two and a half days.

On behalf of our staff and Board of Directors, welcome to Denver and our 18th Annual Conference.

Carolyn Witherspoon, NCHN President, 2012

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About NCHN

NCHN is the only national professional membership organization comprised exclusively of health networks, alliances, and/or consortiums dedicated to supporting the success of health networks. NCHN's mission is to support and strengthen health networks through collaboration, networking, leadership development and education.

Founded in the late 1980s, NCHN was incorporated in 1995. In the beginning, NCHN was comprised of 5-7 members representing newly formed networks. Today the membership is approximately 60 network organizations across the nation and growing. NCHN is a dynamic, progressive, and nationally recognized professional organization that is relevant for health networks regardless of their stage of development. For more information about the organization, visit www.nchn.org

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2011 - 2012 Board of Directors

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Chris Hopkins (MT)

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Leticia Manning (DC)

Scot Mitchell (CO)

Sally Trnka (MN)

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AGENDA AT A GLANCE

SUNDAY, APRIL 15

3:00 PM	6:00 PM	2012 Board of Directors Retreat	Kick the Can
6:30 PM	8:00 PM	Welcome Reception	Patty Cake

MONDAY, APRIL 16

7:00 AM		Registration Opens	Peek a Boo Entrance	
7:00 AM	8:30 AM	Transformer Leadership Learning Community Breakfast	Rock	
7:30 AM	8:30 AM	Networking Breakfast Meet new friends and re-connect with your peers sponsored by Georgia Health Policy Center	Patty Cake	
8:30 AM	9:20 AM	Exhibits Open	Curtis Street Hallway	18
8:30 AM	9:15 AM	HRSA Network Development Grantees Meeting – Welcome/ Program Update/PIMS Update	Hopscotch	
8:30 AM	9:00 AM	NCHN Annual Membership Meeting	Peek a Boo	
9:00 AM	9:15 PM	NCHN Board of Directors Meeting	Peek a Boo	
9:30 AM	11:30 AM	Keynote Presentation: Collaboration Strategies: From Brainstorming To Results	Peek a Boo	6
		Best Practice Sharing: Improving Hospital Internal Communications		6
11:45 AM	1:15 PM	4th Annual NCHN Awards Luncheon	Patty Cake	
1:30 PM	3:00 PM	Engaged & Resilient: Network Board Members Working Together	Peek a Boo	6
		Best Practice Sharing: Keeping Your Board Committed		7
3:00 PM	3:30 PM	Breaks & Exhibits	Curtis Street Hallway	
3:30 PM	5:00 PM	Best Practices Panel Packaging the Message and Promoting the Mission Sunflower Health Network Rural Recruitment Create your own “Mystery Shopper” Program Electronic Resources & Tools for Health Networks	Peek a Boo	7 - 9
6:00 PM		Colorado Rockies Baseball Game at Coors Field	Coors Field, Denver	

AGENDA AT A GLANCE

TUESDAY, APRIL 17

7:30 AM	8:30 AM	President's Breakfast	Patty Cake	
8:45 AM	10:00 AM	Bringing it All Together through Business Planning	Peek a Boo	10
10:00 AM	10:25 AM	Break & Exhibits sponsored by Georgia Health Policy Center	Curtis Street Hallway	
10:30 AM	11:50 AM	News from Washington, DC - Federal Update	Peek a Boo	11
12:00 PM	1:00 PM	Networking Lunch; Roundtable Discussions & Best Practice Presentations Follow-up	Patty Cake	
1:15 PM	2:15 PM	Concurrent Session: Negotiating from a Position of Strength	Peek a Boo	11
1:15 PM	2:15 PM	Concurrent Session: Network Sustainability through Viable Peer Networks	Keep Away	12
2:15 PM	2:30 PM	Break & Exhibits - Last chance to visit the Exhibitors	Curtis Street Hallway	
2:30 PM	3:00 PM	Concurrent Session: Diversity in Rural Health Networks - A Sustainability Strategy	Peek a Boo	12
2:30 PM	3:00 PM	Concurrent Session: Health Information Technology and Your Network - Bringing it All Together	Keep Away	13
3:45 PM	5:00 PM	Going from Grants to Grand\$ - Key Metrics of a Sustainable Network	Peek a Boo	14
6:00 PM	8:00 PM	NRHA Exhibit Hall Reception at Hyatt Regency Denver - Colorado Convention Center	650 15th Street, Denver	
Dinner on Your Own				

WEDNESDAY, APRIL 18

7:00 AM	7:45 AM	Networking Breakfast	Patty Cake	
8:00 AM	9:30 AM	Welcome to 35th NRHA Annual Conference Keynote Speaker: TR Reid	Hyatt Regency Denver at Colorado Convention Center	15
10:00 AM	11:00 AM	Health Networks of the Future (Doing More, Better, for Less)	Peek a Boo	15
11:00 AM	11:15 AM	Closing of 2012 Conference Door Prizes	Peek a Boo	
11:30 AM	12:30 PM	HRSA Network Development Grantees Meeting	Hopscotch	



KEYNOTE PRESENTATION COLLABORATION STRATEGIES: FROM BRAINSTORMING TO RESULTS

Crista F. Benavidez

During this dynamic and interactive presentation, Crista F. Benavidez will share ready-to-apply collaboration techniques to help you accomplish more of your organizations goals. Be prepared to jump into the driver's seat of your own success toward becoming a more effective health network professional.

By the end of this keynote presentation, conference participants will:

- ✦ Receive information that emphasizes the "how" behind collaboration concepts
- ✦ Learn the 10 Keys to creating a collaborative environment
- ✦ Be able to identify the five elements that impact collaboration



Crista F. Benavidez is an internationally recognized speaker specializing in interpersonal communication, and organizational learning. Her subject offerings include: conflict management, personality/behavior styles, communicating with difficult people, customer service,

communication diversity, and effective teaming. She holds a Master of Arts degree, with Distinction, in Organizational Learning and Instructional Technologies and Bachelor of Arts degrees in Communication and Spanish from the University of New Mexico.

Facilitator: Heather Fuller (KS)

BEST PRACTICE SHARING BY NCHN MEMBER: IMPROVING HOSPITAL INTERNAL COMMUNICATIONS

Jason Friesen, President, Health Data Solutions (KS)

This session presents a case study on how the Pioneer Health Network partnered with two IT vendors to implement hospital intranets that include a variety of applications used to improve communication and efficiencies.

Currently President of Health Data Solutions along with keeping a smaller role in the PHN as Director of Operations, Jason Friesen has been involved in networks and NCHN for nearly 15 years.



Facilitator: Heather Fuller (KS)

ENGAGED, RESILIENT: NETWORK BOARD MEMBERS WORKING TOGETHER

Mary Kay Chess, Ph.D.

Network board members often wear several "hats": client or customer, interested community participant and, official member of the board. There is a saying in business that, "structure drives behavior". During this session, we'll recognize and celebrate the diverse perspectives held by board members. Through the creation of sound and effective board structures, these diverse member perspectives actually enrich strategic thinking and business planning. Come prepared to consider innovative business planning for your network board through structures that support full engagement and resilient work to meet the ever-changing needs in our unique communities.

Mary Kay Chess is faculty in an MBA program in the NW where she teaches leadership and personal development and supports the building of learning communities. Dr. Chess also consults





with organizations and boards on building the leadership capacity necessary for thriving in our complex world. Mary Kay has served in leadership positions in healthcare in rural and urban hospitals and systems, with medical groups and with networks of shared services including Gundersen Lutheran and Kaiser Permanente. She delights in bringing perspectives from diverse stakeholders to the table to create innovative options and opportunities. Supporting emerging leaders willing to engage in this demanding and invigorating work is her current focus.

Facilitator: Toniann Richard (MO)

BEST PRACTICE SHARING: KEEPING YOUR BOARD COMMITTED

Steve Stoddard, Executive Director, Southwest Idaho Community Health Network (ID)

One of the critical success factors for any network is keeping its Board members committed and engaged with the organization. Come learn about one network's experience with this important process. The healthcare industry is facing some of its most challenging times ever with financial constraints through decreased reimbursement, increased government regulation and a major drive for improved quality and outcomes. Networks can provide an important key of collaboration to help our members address these challenges.

In order for our networks to excel, we must have committed and active Board members. This session will focus on ways to achieve and maintain a committed and active Board. Attendees will learn about the experiences of the Southwest Idaho Community Health Network in working with its Board and get ideas of how to improve their Board participation and engagement.



Stephen Stoddard has served as the Executive Director of the Southwest Idaho Community Health Network since 2003. He is a Fellow of the American College of Healthcare Executives and is the Past President

of the Idaho Healthcare Executive Forum. Stephen has worked as the Assistant Administrator of Smithville Regional Hospital in Texas and the Administrative Fellow at Chesapeake General Hospital in Virginia. He currently serves on the Board of the National Cooperative of Health Networks. He earned his master's degree in healthcare administration at the University of North Carolina at Chapel Hill and his bachelor's degree in business management at Brigham Young University, Provo. He stays busy with volunteer service at church and enjoys waterskiing, camping and snow skiing with his family. Stephen, his wife and two children reside in Boise, Idaho.

Facilitator: Toniann Richard (MO)

PACKAGING THE MESSAGE AND PROMOTING THE MISSION

Jessica Walden, Director of Communications, Community Health Works (GA)
Kathleen Ashley, Director of Programs, Community Health Works (GA)

Understanding an organization's mission comes from a well-packaged communications strategy that includes print, video and active social media. Promote your mission through today's marketing mediums that make the most of your budget and let your audience know exactly what your organization is out to accomplish.

Jessica Walden, Director of Communications, promotes community engagement while guiding, maintaining and raising local and statewide awareness of Community Health Works' vision, mission and programs. Jessica serves as the primary liaison to Community Health Works' diverse stakeholders, community partners and the media through strategic marketing and public relations that enhance the knowledge base of outreach. She also facilitates the Bibb County Coalition of the Central Georgia Regional Health Summit, where community-based action plans are devised and implemented to create a healthier county. As part of





the Community Health Works' executive team, she received her Certificate of Nonprofit Management and Leadership – Advanced from Atlanta's Nonprofit University.



Kathleen serves Community Health Works as the Director of Programs by facilitating and managing the Central Georgia Regional Health Summit, the Central Georgia Stroke Coalition, and the Strong4Life pilot project for Macon, GA, offered by Children's Healthcare of Atlanta. She also helps coordinate Masters of Public Health Internships from different colleges and Universities around Georgia by placing them in projects focused around obesity and stroke. Kathleen is also a member of the Georgia National Physical Activity and Nutrition Community Taskforce, and assisted with the writing of the current State Strategic Plan. In an effort to assist the Central Georgia Cancer Coalition, which is housed under Community Health Works, Kathleen became certified through Morehouse School of Medicine to lead trainings for the colorectal cancer screening intervention program, covering Colorectal Cancer Screening, Intervention and Treatment.

SUNFLOWER HEALTH NETWORK RURAL RECRUITMENT

Heather Fuller, Executive Director, Sunflower Health Network (KS)

The Sunflower Health Network offers a physician recruitment program to its 16 member hospitals. The network employs a full time physician recruiter that focuses on the recruitment of both physicians and mid-levels. In 2009, the Sunflower Health Network developed a physician recruitment program for its members. The presentation will focus on the discussion and development of the program, the financial aspects, and the collaboration with medical schools and residency programs. Lessons learned will also be discussed.

Attendees will learn:

- ✦ Structure and development of a network physician

recruitment program

- ✦ Financial considerations and potential model
- ✦ Challenges and tips to overcome challenges



Heather Fuller has been the Executive Director for the Sunflower Health Network since 2005. She has spent most of her career working in rural health to assist in the development of partnerships and collaboration to share local resources. She currently serves on the Kansas Hospital Association's HIT advisory board, the council on policy and advocacy, and the Community Health Assessment technical advisory group. She also serves as a board member of the National Cooperative of Health Networks and the Kansas Association of Healthcare Executives. Heather received her MS at Kansas State University and is a fellow of the American College of Healthcare Executives.

CREATE YOUR OWN "MYSTERY SHOPPER" PROGRAM

Dave Johnson, Director of Member Relations & Business Development, Rural Wisconsin Health Cooperative (WI)

Provide a "value add" service to your Members by developing and managing a Mystery Shopper service. By using volunteers from your Member facilities, you can provide this service for little to no cost to your Members and give them an outcome that has an immediate, positive impact on their day to day operations.

Participants will:

- ✦ learn about mystery shopping
- ✦ receive examples of reporting instruments
- ✦ learn how to manage "Shoppers"
- ✦ have a model that they can implement for little to no cost to their Members

Dave currently serves as the Director of Member Relations & Business Development for RWHC (Rural Wisconsin Health Cooperative). In this roll Dave is responsible



for working with the 34 Member Hospitals to build upon their existing relationships with RWHC and one another, and aligning resources and opportunities for shared service development among the Members. Dave has been working for RWHC since August of 2009.

Prior to joining RWHC, Dave worked in community based long term care services in a number of differing capacities. During a 17 year stint in long term care, Dave worked his way up from a part time habilitation specialist to become the Senior Director of one of the largest private for profit long term care organizations operating in Wisconsin. His particular areas of interest and expertise are in organizational leadership and business development. Dave holds a Bachelor of Science in Management and Marketing from Appalachian State University in Boone, NC and a Master of Business Administration from the Edgewood College School of Business in Madison, WI.

ELECTRONIC RESOURCES & TOOLS FOR HEALTH NETWORKS

Holly Gabriel, Information Specialist, RAC

This presentation will focus on low-cost ways to improve your health networks. The goal of the presentation is to help

you make the most of your resources by sharing tools that are freely available online, including showcasing the newest tools from the Rural Assistance Center.

Learning Objectives:

- ✦ Locate funding opportunities to provide health services
- ✦ Calculate the economic impact of a health facility on the community
- ✦ Identify free resources and model programs to assess and improve health networks

Holly Gabriel is an information specialist for the Rural Assistance Center (RAC), an online library of rural health and human service resources. She received her Master in Public Health degree from Northern Illinois University and her Master of Library Science degree from Emporia State University. Holly provides reference services for patrons regarding their specific needs, creates information guides on health topics, completes searches of databases, and indexes articles for inclusion on the library's website.



Best Practices Panel Facilitator: Sally Trnka (MN)



NATIONAL RURAL HEALTH RESOURCE CENTER

The National Rural Health Resource Center (The Center) is a nonprofit organization dedicated to sustaining and improving health care in rural communities. As the nation's leading technical assistance and knowledge center in rural health, The Center focuses on five core areas:

- Performance Improvement
- Health Information Technology
- Recruitment & Retention
- Community Health Assessments
- Networking and Rural Health Networks

Visit our website for more information www.ruralcenter.org, or contact The Center directly to discuss services your network. 218-727-9390 strnka@ruralcenter.org



BRINGING IT ALL TOGETHER THROUGH BUSINESS PLANNING

Buzz Davis, CEO, Davis & Associates

Eric Buckland, Oregon Rural Health Care Quality Network (OR)

Toniann Richard, Health Care Collaborative of Rural Missouri (MO)

Amy Forsyth-Stephens, Forsyth-Stephens Consulting, LLC

This interactive panel presentation will provide strategies and tools for successful network business planning, which leads to network sustainability. Business planning has been identified as one of the top issues facing networks. The panel discussion will include an overview of business planning and a framework model to facilitate business planning. NCHN members on the panel will discuss their networks' business plan documents, how they were developed and how they are utilized in the management of the network. In addition, a seasoned grant writer will discuss the role of the Business Plan in seeking private foundation funding.



Buz Davis is the President/CEO of Davis & Associates a consulting firm established in 1997. Davis & Associates specializes in strategic business alliances and all types of collaborative endeavors. The firm provides a comprehensive array of services such as strategic planning, network

development, executive and board coaching, training and evaluation. Buz's special interests include designing approaches that recognize the complex nature and unique characteristics of each client. The firm has a cadre of senior consultants with a broad range of expertise. Client engagements typically start with a team approach to respond to client needs.

Buz has worked extensively throughout the United States and Internationally. Currently, he is working with the Mahalia Jackson Early Childhood & Family Learning Center in New Orleans, Illinois Critical Access Hospital Network, Alaska Hospital Association and The Maine Health

Management Coalition.



Eric Buckland entered healthcare in 1979 and has served in the role of CEO for six rural hospitals in four states (three of those hospitals in Oregon). He also was elected to serve as the 5-state regional representative to the AHA National Small and Rural Governing Council spanning 5+ years. Eric is

currently the Executive Director of the Oregon Rural Health Care Quality Network which he served as a Board member prior to accepting his current position.

Amy Forsyth-Stephens is the owner of Forsyth-Stephens Consulting, LLC, a NCHN Business Partner. Forsyth-Stephens Consulting specializes in development consulting to rural and charitable health organizations, mental health organizations, and other non-profits serving disenfranchised individuals.



Amy most recently served as Chief Development Officer of a national health care non-profit. Prior to that, she was Executive Director of the Free Clinic of the New River Valley and the Mental Health Association of the New River Valley over a 13-year period of extraordinary growth. She was recognized as local Citizen of the Year twice, in 1998 and again in 2007, for her work in strengthening the health care safety net of rural Southwest Virginia. Amy is featured in the 2004 book, *The Faces of Public Health*, which recognizes 25 individuals across the nation for their effort, energy and accomplishment in the field of public health.

Over her career, Amy has personally written and won 27 program grants and proposals totaling millions from federal and state government sources, private foundations, and corporate entities. She has negotiated major contributions from large international corporations and authored nine successfully funded competitive grants from the US Department of Health and Human Services. Amy is known for her ability to transform creative ideas into fundable



initiatives, and for designing programs that endure.

Toniann Richard is Executive Director of the Health Care Collaborative of Rural Missouri. To read Toniann's biography, go to page 13.

Facilitator: Dave Johnson (WI)

NEWS FROM WASHINGTON, DC - FEDERAL UPDATE (HPSA, FLEX PROGRAM, AND HRSA)

Rebecca Wilson, HRSA
Leticia Manning, ORHP



Rebecca Wilson is currently the Program Coordinator for the State Primary Care Office Program at HRSA in Rockville MD. State Primary Care Office grantees serve as a focal point for designating health professional shortage areas and increasing access to care and facilitate the coordination of activities within a State that relate to the delivery of primary care services and the recruitment and retention of critical health care providers.

Prior to coming to HRSA, Rebecca attended graduate school at Georgia Southern University. Previously she held a position as a behavioral health counselor in a residential treatment facility in Georgia.

Leticia Manning is the Program Coordinator for the Rural Health Network Development Program and a Project Officer for the Rural Health Outreach Program for the Health Resources Services Administration's (HRSA) Office of Rural Health Policy (ORHP). Leticia joined HRSA in 2008 and the ORHP team in 2009. Prior to joining HRSA, she worked at the Health and Disability Working Group in Boston, Massachusetts as a research associate on developing financing strategies for children with special health care needs and other special populations. She also spent 5



years in Tanzania as a Public Health Educator with a primary focus on HIV/AIDS prevention, health promotion, reproductive health, nutrition and maternal and child health. She has a Master's in Public Health from Boston University's School of Public Health with a concentration focus on International Health and a Bachelor of Science in Neuroscience from the University of Rochester.

Facilitator: Jack King (MT)

NEGOTIATING FROM A POSITION OF STRENGTH

Don Tapella, CEO, Medical Recovery Services

Negotiation is frequently misunderstood as attempting to simply "get your own way", when in fact it is really helping others understand your position and respond in a favorable manner. This session will focus on helping to identify your actual need(s), how to communicate your position and ask for that need to be met. Do you work with people? Do you manage a budget? Do you have to work within a budget? Then this negotiating skills session is for you. Whether you work with hospitals, physicians, departments, inside and/or outside vendors or insurance companies, this session will help you identify your position and teach you how to communicate that position in order to lower cost by negotiating greater discounts from vendors, better reimbursement from payers or even justify your budget.

By attending this presentation, participants will learn:

1. What is negotiation / what is NOT negotiation?
2. Who negotiates?
3. What is the result of a successful negotiation?
4. What leads to a successful negotiation?
5. What is leverage?
6. How is leverage utilized in negotiation?
7. What is your goal?
8. What is your position?
9. How to identify your position
10. Communicating your position
11. What is THEIR position
12. Analysis of their position
13. Arriving at a joint position
14. Going Forward.



Mr. Tapella has been in healthcare for nearly 20 years and a professional negotiator for over 13 years. He has held positions in account management, marketing and sales, contract negotiation on behalf of payers and providers and hospital business office. Currently he is CEO of Medical

Recovery Services, a Revenue Cycle Firm specializing in small community and Critical Access hospitals. Medical Recovery Services is a NCHN Business Partner.

Facilitator: Darcy Czarnik Laurin (MI)

NETWORK SUSTAINABILITY THROUGH VIABLE PEER NETWORKS

Daryl Bohlender, Vice-President, Clinical Network Services, Western Healthcare Alliance

Western Healthcare Alliance is one of the premier healthcare networks, and has distinguished itself through unique sustainability ventures. WHA's viable peer networks are also unique in terms of the value they provide and the sustainable programs they have developed. Attendees will learn about sustainable programs developed by Western Healthcare Alliance, with particular focus on peer networks and the ROI their members have realized.

Daryl manages the Laboratory Services Network operations, consisting of 12 WHA member hospital laboratories who all participate under a joint contract for reference laboratory services with Mayo Medical Laboratories, facilitates quarterly member meetings, providing



opportunities for laboratory directors to network, shares best practices, and collaborates on education. Daryl provides specialized consulting services for the laboratory members in the areas of cost accounting, fee schedule development, equipment and staff feasibility, test-sharing, customer empathy programs etc. In July 2009, Daryl also began managing the operations of Frontline Laboratory

Network, another Mayo Medical Laboratory sponsored network, consisting of 14 hospital lab members on the front range of Colorado. In January 2010, he was promoted to Vice-President of Clinical Network Services, and assumed responsibility for managing all clinical peer networks (i.e. Lab, CNOs, Rehab, QI/Risk).

Facilitator: Jon Smith (ID)

DIVERSITY IN RURAL HEALTH NETWORKS – A SUSTAINABILITY STRATEGY

Toniann Richard, Health Care Collaborative of Rural Missouri

The HCC will present information on a diversified business plan that includes multiple revenue generating programs as well as grant development. Topics to be addressed include collaborating with Community Health Centers, Health Information Technology & Telemedicine and Access to Care. HCC Has A Strong Mission: To provide leadership in securing comprehensive services across the continuum of care through collaborations with our network partners. We will present on the successes of our integrated network and share the tools we have used to achieve success over the last seven years.

With help from our Members, Executive Director and Executive Board, we've established a set of goals and objectives designed to lead the constituents we serve in securing continuum of care services throughout Lafayette County and surrounding areas. Additionally, these goals and objectives are the benchmark by which Lafayette County's success, and ours, will be measured. They include monitoring the availability and delivery of health care services; ensuring that all residents are informed about available health and wellness services; advocating for the individual, care provider and making an institutional commitment to the health of our citizens; holding Lafayette County accountable for its commitment to the health of our citizens; and providing a unified voice for Lafayette County that will address health needs with agencies and governmental entities beyond our boundaries. We will meet these goals and objectives through the many voices



that speak to us regarding their health needs, the right and responsibility of quality health, a systems approach to quality, holistic health care, accessible, equitable and quality health care services, a commitment to health education to improve mind, body and spirit, the promotion of personal and organizational health care achievements, collaborations with those who share our values and goals, and a pursuit of constructive change and innovation.



Toniann Richard is Executive Director of the Health Care Collaborative of Rural Missouri, a Rural Health Network funded by the Health Care Foundation of Greater Kansas City and Health Resource Services Administration (HRSA). Toniann's career goals for the organization are to successfully

develop a rural Health Information Technology Network for the providers and is working with the Network to develop highly effective service delivery models for vulnerable populations. Toniann firmly believes that organizations are more successful when they partner with others and she aspires to teach others how to learn from their successes and challenges.

Toniann has over 12 years of experience in non-profit, and as many years experience working with community networking. In the last four years, her expertise as been instrumental in successfully implementing and launching the following funded programs, many of which were introduced to the County for the very first time: Community Health, Health Information Technology and Telemedicine and Access to Insurance.

Facilitator: Scot Mitchell (CO)

HEALTH INFORMATION TECHNOLOGY AND YOUR NETWORK – BRINGING IT ALL TOGETHER

Terry Hill, National Rural Health Resource Center
Sally Trnka, National Rural Health Resource Center
Jack King, Northcentral Montana Health Alliance
Tim Cox, Executive Director, Northland Health Alliance

Implementing electronic medical records is a daunting mandate that rural health care facilities face. Learn how you can add to your existing services to support your members with their successful implementation and attestation of Meaningful Use. All rural health care facilities are faced with the enormous task of implementing electronic medical records in their facilities, and networks are perfectly positioned to support them with their implementation and attestation. While networks do not have to add an entirely new service line to provide this support, there are several strategies that can be executed at low-cost and low-energy that will provide significant value to the members.

This presentation will provide attendees with a snapshot of what the 40 federally funded Rural Health Information Technology Network Development Grantees are working on. Additionally, the presentation will feature a panel of rural network directors who are currently working to support their members with their HIT needs and participants will learn how they can best provide support to their members. Tools and resources will be provided. Presenters will also discuss how offering this type of support can add to the value statement of the network.



Terry has directed The Center since its inception in 1990 as the Minnesota Center for Rural Health. Terry has more than 29 years experience working with rural health care providers and communities. He leads all of the federally funded projects at the Center. Terry serves as Chair of the National

Rural HIT Coalition and co-leads the HIT Regional Extension Center for MN and ND. He led the development of two rural health networks, the Community Health Information Collaborative (CHIC), a HRSA Office of Rural Health Rural Health Network grantee, and the Northern Lakes Health Consortium, a network of clinics, hospitals and long term care facilities in northeast MN. He twice served as president of the National Cooperative of Health Networks (2008 and 2010), and has worked with rural health providers in more than 35 states.



Terry is an adjunct professor at St. Scholastica and the University of Minnesota, Duluth Medical School. He received his Master of Public Administration from Shippensburg University and a Bachelor of Arts, History/Journalism from the University of Minnesota.



Sally has been with The Center since 2009 and coordinates educational events, including workshops, conference calls, webinars, and meetings. She also develops and distributes communication materials for programs and assists with public relations and marketing of The Center's

services. She provides staffing for Rural Health Innovations (RHI). She also provides support and educational resources to networks nationwide, and provides technical assistance to the Rural Health Information Technology Network Development (RHITND) grantees. She works with the Veteran's Administration at the state, regional and national level. She received degrees in political science and Spanish from the University of Wisconsin, Eau Claire and is pursuing her M.B.A. from the College of St. Scholastica.

Jack King is Executive Director of Northcentral Montana Healthcare Alliance, a collaborative consortium of 15 healthcare facilities organized in 2003. The Alliance was one of the 40 recipients of the HRSA HIT Network Development Grant Program. NMHA is a partner of the REACH Montana Telehealth Network. Jack has served on the NCHN Board of Directors since 2008, serving as Secretary in 2009.

Tim Cox serves as President of Northland Health Alliance, a rural health Alliance located in North Dakota. The Alliance is a coalition of Catholic-led sponsors which includes 24 healthcare facilities working together to strengthen available resources and capacity to deliver value-based healthcare in today's competitive market. Tim has been able to secure over \$10 million for members and network programs through grants and development. Included in those grant dollars are a CAP project, a Community Health Center start up and other diverse



community healthcare development initiatives.

Over the past 13 years, Tim has been engaged in many healthcare networking activities, including the startup and on-going development of two major healthcare networks in different regions of the country. Prior to his current position, Tim, served as the Executive Director of the Association of Rural Centers for Health, a hospital network comprised of small rural hospitals located in the corners of Utah, Idaho and Wyoming. Tim was and continues to be heavily involved in the development of the National Cooperative of Health Networks as a charter member and as past president and is a board member of Communities Joined in Action (CJA).

Facilitator: Mary Adam (KS)

GOING FROM GRANTS TO GRAND\$ - KEY METRICS OF A SUSTAINABLE NETWORK

Carolyn Bruce, CEO, Western Healthcare Alliance
 Scot Mitchell, Vice President, Business and Program Development, Western Healthcare Alliance
 Jessica Taylor, Vice President of Marketing, Western Healthcare Alliance

What does "network sustainability" look like? During this session, attendees will learn key benchmarking metrics for networks and network in small groups with fellow network leaders. What are sustainable networks accomplished at? At the very least they have knowledgeable, visionary and respected leadership. They have board members who are dedicated to the success of the network and experienced in the appropriate roles of governance. Their value-added programs are well-received and utilized by their member organizations. Their financial strength is supported by steady streams of revenue and efficient operations.



Quit the worrying and move into action. In this session, you will learn key ideas and concepts of the self-sustainable network to put into place immediately upon your return into the office.

Carolyn Bruce has been CEO of Western Healthcare Alliance since 1997. During her tenure,



she led WHA from being an in-the-red struggling start up to a multi-million dollar successful health network with over 20 programs, 80 employees and 25 full members.

Scot Mitchell, FACHE, is a seasoned health care and network administration veteran. Prior to joining WHA, Scot was the CEO and administrator for rural and community hospitals. A Fellow of American College of Healthcare Executives, Scot has also been CEO of a health network and successfully led organizations from duress into success.



Jessica Taylor, MBA, joined Western Healthcare Alliance in 2003 and is responsible for the business planning, development and marketing of programs for hospitals and healthcare providers. A native of Colorado, Jessica worked for the Mayo Clinic for two years prior to rejoining WHA in 2011 in

her current role.

Facilitator: Chris Hopkins (MT)

WELCOME TO THE 35TH ANNUAL RURAL HEALTH CONFERENCE: KEYNOTE SPEAKER US HEALTH CARE: THE GOOD NEWS

T.R. Reid, Author, Lecturer

Join NRHA for the keynote speaker and opening of the 35th Annual Conference. The NRHA Conference is located 2 blocks away from the NCHN Conference at the Hyatt Regency Denver at Colorado Convention Center (650 15th Street). Reid has written several books, including the 2009 New York Times-bestseller, *The Healing of America: A Global Quest for Better, Cheaper, and Fairer Health Care*.

HEALTH NETWORKS OF THE FUTURE (DOING MORE, BETTER, FOR LESS)

Tim Size, Executive Director, Rural Wisconsin Hospital Cooperative

The Rural Wisconsin Health Cooperative is owned and operated by 34 rural hospitals. RWHC was started in 1978 with a twin mission of advocacy and shared services. Tim Size, RWHC's original executive director, will briefly describe RWHC and share a few of his ideas about the future of health networks. The second half of the session will be allocated to Q & A.

Tim Size has been the Executive Director of the Rural Wisconsin Health Cooperative since helping to found it in 1979. The Cooperative is owned and operated by thirty-four rural hospitals with a vision that "Rural Wisconsin communities will be the healthiest in America." Tim has an undergraduate degree in Biomedical Engineering from Duke University and an MBA in Hospital Administration from the University of Chicago. He was awarded a W.K. Kellogg Foundation National Fellowship from 1987 to 1990 and studied Social Entrepreneurship at the Harvard Business School Executive Education Program in the summer of 2009. He is an adjunct member of the faculty of the University of Wisconsin School of Medicine and Public Health.



Tim has long been a national advocate on behalf of rural health and edits a widely read monthly newsletter for RWHC which includes the country's only known rural health policy cartoon series. Among various state appointments in Wisconsin, Tim is on the state's bond authority for hospitals, the Governor's Rural Health Development Council and the Healthy Wisconsin Leadership Institute's steering committee. Among national appointments, he has served twice on the U.S. Department of Health and Human Services' (DHHS) National Advisory Committee on Rural Health and Human Services. He is a past president of the National Rural Health Association and was a member of the Institute of Medicine Committee that wrote *Quality Through Collaboration: The Future of Rural Health*. He was appointed by the GAO in 2010 to serve on the DHHS CO-OP Plan Advisory Board as part of Federal Health Reform.

Facilitator: Carolyn Witherspoon (TX)

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FROM THE DESK OF REBECCA J. DAVIS, EXECUTIVE DIRECTOR

April 2012 - Welcome to the 18th NCHN Annual Conference! Since we met last April in Scottsdale, Arizona, NCHN has been quite busy. Each year, when I look back over the past year's events and activities, I am always amazed and so thankful to have the opportunity to work with such a dedicated group of professionals. I thank the members that have volunteered their time and expertise to serve as Directors and Officers of NCHN during 2011. I thank the members that have contributed their time and energy to serving on NCHN's Committees, serving as Executive Coaches, providing support to network leaders by sharing information and knowledge, participating in the Coffee/Tea Chat Program, and finally, for attending this Conference.



During 2011 (May 1, 2011 – April 30, 2012), the NCHN Board of Directors, Officers, and Committees designed programming specifically to meet the needs of our diverse membership. Here is a summary of 2011 accomplishments:

1. 2011 NCHN Network Membership: 64 network organizations located in 32 states (an increase of two members from the final count for 2010); seven were new members to NCHN.
 2. New NCHN Associate Member Program: seven individuals and one organization have joined.
 3. The NCHN Weekly Update and eNews: electronic distribution continued on a weekly basis. All 2011 editions are archived on the NCHN website.
 4. NCHN Coffee/Tea Chats: Monthly, one-hour calls allowed NCHN members to connect to discuss whatever is on their minds. The average attendance for the monthly chats has been ten.
 5. The first NCHN Leadership Summit (September 2011 in Kansas City, MO): A network leadership curriculum was developed and introduced. HRSA Rural Health Network Development Planning Grantees attended and the total registration was 48.
 6. The NCHN Transformer Leadership Learning Community: The Leadership Learning Community was comprised of NCHN members that attended the Summit. The Community met by conference calls, with a final face-to-face session to be held here at the Conference. This program was a pilot in 2011 and will be fully implemented in 2012, with the 2011 Community continuing to work together and a new 2012 Community forming in September.
 7. The NCHN Executive Coaching Program: Fourteen members were available to serve as coaches.
 8. NCHN Quarterly Membership Calls: Topics included Business Planning for Health Networks, Demonstrating Value and Membership Retention, Accountable Care Organizations: The Latest since Scottsdale, Affordable Care Act: A Wisconsin Perspective, and Affordable Care Act – What are others doing to prepare for the provisions? Average attendance was sixteen.
 9. Thirty-five (35) questions were posted to the NCHN Listserv from NCHN members. One hundred and eighteen (118) responses were received to the 35 questions.
 10. One (1) new Business Partner, Tag Healthcare Marketing, was added to the NCHN Business Partner Program. Negotiations are currently underway with the forthcoming announcement of two additional partners.
 11. NCHN continued its presence on Facebook, joined Twitter, and created a Linked-In Group. If you are not connecting with your Association on one or all of these electronic formats, please sign up to do so in 2012.
 12. NCHN was a partner with the National Rural Health Association (NRHA) on the 2012 Policy Institute.
 13. NCHN committees have been active, with most holding monthly meetings. The majority of NCHN's planning, implementation of new programs, and management of existing member benefits is conducted through the committee system. If you haven't served on a committee before, please consider serving your Association and peers by volunteering for a committee in 2012.
 14. 2012 Annual Conference: You are reading this report at the 18th Annual Conference of NCHN. At the time of this writing the registration has topped 100! This is the first year that the HRSA Rural Health Network Development Grantees have attended and we are very excited to have them. The conference is co-located with the National Rural Health Association to give NCHN members and guests the opportunity to visit NRHA's large exhibit hall and attend their opening session.
 15. Finally, in case you missed it, NCHN headquarters (along with your Executive Director) moved to Montrose, Colorado.
- Your Officers, Directors and NCHN staff hope that you have realized the full benefit of your membership during 2011 and look forward to working with you to expand membership benefits and program offerings in 2012.



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