

*Navigating the River of Change
in Healthcare*

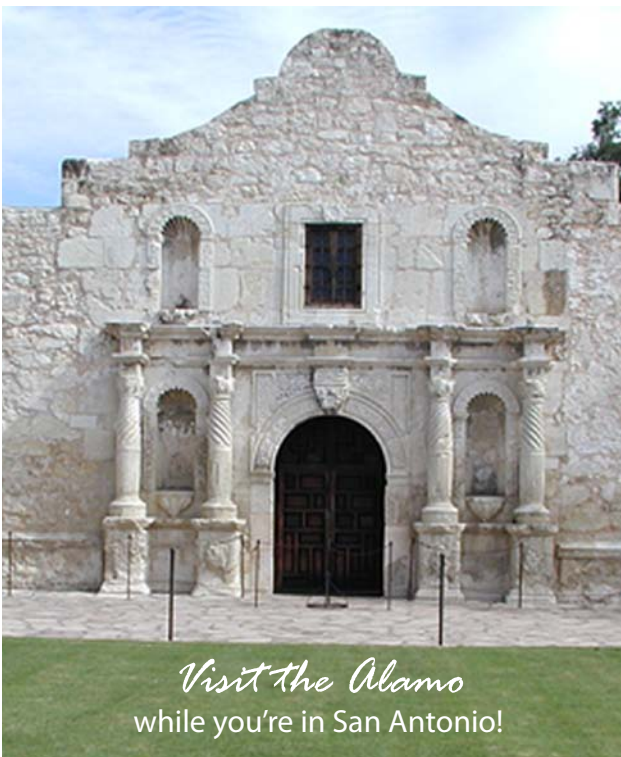
April 18 - 21, 2010
Omni La Mansion del Rio
112 College St.
San Antonio, Texas

NCHN 16th Annual Conference



Table of Contents

Agenda at a glance	3
President's Message	4
Board of Directors	4
Expanded Agenda	5 - 10
Sunday, April 18	5
Monday, April 19	5 - 6
Tuesday, April 20	7 - 9
Wednesday, April 21	10
Presenter Biographies (alphabetical listing)	11 - 15
Business Partners	15
Sponsors & Exhibitors	16
Upcoming Events	16



2010 Conference Planning Committee

- Tara Cramer, Co-Chair, East Georgia Health Cooperative, GA
- Heather Fuller, Co-Chair, Sunflower Health Network, KS
- Beverlyann Austin, Upper Midlands Rural Health Network, SC
- Debbie Comeau, Synernet, Inc., ME
- Holly Crump, Arizona Rural Women's Health Network, AZ
- Esther Hammerschlag, Prince of Wales Health Network, AK
- Cindy Large, Indiana Statewide Rural Health Network, IN
- Robin Johnson, West Central Ohio Regional Healthcare Alliance, OH
- Michael Tipsword, Rural Healthcare Consortium of Alabama, Inc.
- Sandra Rose, Great Lakes Hospital Network, MI

Agenda at a glance

Sunday, April 18, 2010

2:30 PM - 5:00 PM Paradigm Learning Workshop
5:30 PM - 6:30 PM Welcome Reception

Monday, April 19, 2010

7:00 AM - 8:15 AM Board Training Breakfast Session
8:30 AM - 10:15 AM Facilitating Excellence: An Executive Coaching Experience
9:30 AM - 10:30 AM Registration/Beverage Break
10:30 AM - 12:00 PM Opening of Conference: Welcome from Texas Department of Rural Affairs
Keynote Speaker – David Pearson, President & CEO, TORCH
12:05 PM - 1:15 PM NCHN Annual Awards Luncheon
1:30 PM - 3:00 PM Networks as Catalysts for Improving Healthcare Quality
3:00 PM - 3:30 PM Exhibits Break
3:30 PM - 5:00 PM NCHN Members Lessons Learned Sharing Session
3:30 PM - 4:30 PM NCHN Business Partners' Meeting
6:00 PM Reception & Dinner: 2010 Texas Cavalier's River Parade

Tuesday, April 20, 2010

7:15 AM - 8:30 AM Registration & Breakfast Buffet
8:00 AM - 8:45 AM NCHN Annual Membership Meeting
9:00 AM - 10:15 AM An Overview of the Patient Protection and Affordable Care Act of 2010 and
the Role of Health Networks in its Implementation
10:15 AM - 10:45 AM Break and Exhibits
10:45 AM - 12:00 PM Collaborative Models Panel Presentation
12:00 PM - 1:00 PM Networking Lunch: NCHN Business Partners
1:15 PM - 2:30 PM Concurrent Session 1
2:30 PM - 3:00 PM Break and Exhibits
3:00 PM - 4:15 PM Concurrent Session 2
4:25 PM - 5:25 PM Network Roundtables
5:30 PM NCHN Board of Directors Meeting
5:30 PM Dinner on Your Own

Wednesday, April 21, 2010

7:30 AM - 8:15 AM President's Breakfast
8:30 AM - 10:00 AM Meaningful Use of Electronic Health Records; Roles and Responsibilities of
ONC; RECs and Networks
10:00 AM - 10:30 AM Break
10:30 AM - 11:45 AM ARRA, Meaningful Use and the Federal Perspective
12:00 PM - 2:00 PM Closing Luncheon & Door Prizes
2:30 PM - 5:30 PM NCHN Board of Directors Retreat



Welcome to the 2010 National Cooperative of Health Network's Annual Conference and Meeting. We're here for the next few days to share experiences, to learn what's new and innovative and to have fun. This year we welcome David Pearson, President & CEO of TORCH, who will give the Keynote presentation, "Building on Our Strengths: Ensuring the Success of Your Healthcare Network." This is a particularly timely topic during this era of healthcare reform.

NCHN 2010

The conference theme, *Navigating the River of Change in Healthcare*, reflects the numerous challenges facing the American Health Industry today. With the recent passage of the Patient Protection and Affordable Care Act, networks are positioned to play a significant role in the implementation of the legislation. The rapidly escalating cost of basic healthcare has contributed significantly to our current economic crisis, and has left tens of millions without health insurance. In turn, providing health care to the uninsured has begun to undermine the financial stability of hospitals and clinics throughout the nation. According to a recent international study, we currently rank 37th in the world in terms of quality outcomes, and patient safety breakdowns and aggressive new germs and viruses challenge our providers and institutions. Health Information technology would help, but despite an infusion of money through the Economic Stimulus bill, the Congressional Budget Office estimates that only half of our critical access hospitals will have EHRs before 2019, and medical clinics will struggle as well.

Hard times generally create a wealth of opportunities. As Winston Churchill once remarked, "Americans can be counted on to do the right thing, once they've exhausted all the other alternatives." It appears we're now out of costly, ineffective alternatives. The "right things" at this moment are collaboration, transparency, cost effectiveness (or value), and efficiency. Networks will be the means to each of these essential components of a transformed American health system. Networks will be necessary for HIT implementation, both to ensure interoperability and to provide access to needed expertise; networks produce economies of scale and cost efficiencies; networks will enhance transparency and allow for meaningful benchmarking among health care providers; and, networks will enable health care providers to learn from each other and create meaningful shared solutions to our increasingly complex problems.

NCHN believes in the power of networks to address this country's greatest challenges. Through ongoing education, conferencing, mentoring, advocacy, and sharing knowledge, NCHN has served its members for more than fifteen years. We continue to attract new members each year, as we expand our services and benefits to meet the needs of health networks across the county. On behalf of our staff and Board of Directors, welcome to San Antonio and our 16th Annual Conference! Let us know whenever we can be of assistance.

Terry Hill
NCHN President, 2010

2009 - 2010 Board of Directors

President: Terry Hill, Northern Lakes Health Consortium (MN)
Vice President: Vacant
Secretary: Jack King, Northcentral Montana Healthcare Alliance (MT)
Treasurer: Greg Dent, Community Health Works (GA)

Directors

Beverlyann Austin, Upper Midlands Rural Health Network (SC)
Jason Friesan, Pioneer Health Network (KS)
Jon Smith, The Hospital Cooperative (ID)
Lonnie Stevens, Thumb Rural Health Network (MI)
Carolyn Witherspoon, Coalition of Health Services, Inc. (TX)
Tara Cramer, East Georgia Health Cooperative (GA)

Staff

Rebecca Davis, Ph.D., Executive Director
Email: rdavis@nchn.org
Ph: 270.925.5611

Debbie Comeau, Administrative Assistant
Email: dcomeau@synernet.net
Phone: 207.771.3456

Christy Sullenberger, Director of Member Services
Email: csullenberger@nchn.org
Ph: 540.392.0013

Sunday, April 18

2:30 PM - **Paradigm Learning Workshop** Concepcion
5:00 PM Tim Adler, Facilitator

5:30 PM - **Welcome Reception** El Capistrano
6:30 PM

Evening Activities - On Your Own!

Monday, April 19

7:00 AM - **Board Training Breakfast Session** Los Hidalgos
8:15 AM Presenter: Heman A. Marshall, III, Principal, Woods & Rogers, LLC - Attorneys at Law, VA
Current and Incoming Board of Directors

8:30 AM - **Facilitating Excellence: An Executive Coaching Experience*** Los Hidalgos
10:15 AM Mary Kay Chess, Ph.D.
*Limited to 10 Participants/Application Required

9:30 AM - **Registration/Beverage Break** El Cabildo
10:30 AM

10:30 AM - **Opening of Conference** Iberian A
12:00 PM

Welcome from Texas Department of Rural Affairs
Theresa Cruz, Director

Building on Our Strengths: Ensuring the Success of Your Healthcare Network

Keynote Speaker – David Pearson, President & CEO, TORCH

We are headed into some very turbulent times and as a network director, it may sometimes seem as though external factors, financial constraints and member needs are all conspiring against you. There are two things you can count on as you look to ensure the sustainability of your organization:

- 1) Change is constant and you can either run from it or embrace it , and
- 2) The secrets of success are avoiding risk and seizing opportunities.

In that vein, a roundtable of rural health networks was convened this winter that revealed some other common characteristics shared by successful healthcare networks new and old. During this presentation, David will provide the highlights of that recent gathering and apply it to life before, during and after health care reform.

Moderators: Tara Cramer & Heather Fuller, Co-Chairs 2010 Conference Planning Committee

12:05 PM - **NCHN Annual Awards Luncheon** Madero
1:15 PM

Monday, April 19 (continued)

- 1:30 PM - **Networks as Catalysts for Improving Healthcare Quality** Iberian A
3:00 PM
Presenters:
Dave Gallison, Oregon Rural Healthcare Quality Network, OR
Matthew Chandler, PMI, ME
Sandra Rose, Great Lakes Hospital Network, MI
A Network provides an ideal framework to bring people and organizations together to advance healthcare quality. Learn why quality, patient safety and performance improvement have evolved to be critical components of today's healthcare delivery. Speakers from two very different hospital networks in Oregon and Michigan will convey how they have created, implemented and grown quality initiatives in their states. This session will demonstrate what networks do best: share tools for tracking, benchmarking and using data to improve specific measures of quality, and thereby guide health networks to reach their full potential.
Moderator: Tara Cramer, East Georgia Health Cooperative, GA
- 3:00 PM - **Exhibits Break** Veramendi
3:30 PM
- 3:30 PM - **NCHN Members: Lessons Learned Sharing Session** Iberian A
5:00 PM
Tele-Audiology, Taking Diagnostics to the Infant
Presenter: Neil Scharpe, ND FamNet, ND
Under a contract with the US Dept. of Health and Human Services, NDCPD is developing a Technical Protocol, a Management Protocol and a Tool Kit that can be used to assist pediatric audiologists in expanding their practice to include distance diagnostics for infants. This project was based on a Hub and Spoke concept, allowing the professional to remain in their office and offer the parent and infant to remain closer to home.
Environmental Sustainability: A Call To Action
Presenter: Mark Breon, Great Lakes Hospital Network, MI
This presentation defines environmental sustainability from a health care perspective, examines the short and long term benefits and ROI of sustainability initiatives, and outlines first/next steps to creating a regional environmental sustainability program.
Update on NCHN Network Leader Certification Program
Presenter: Greg Dent, Certification Committee Chair, GA
Mr. Dent, Chair of the Certification Committee, will give an update on the Committee's work and the steps involved in developing a Certification Program.
Moderator: Robin Johnson, West Central Ohio Regional Healthcare Alliance, OH
- 3:30 PM - **NCHN Business Partners' Meeting** Los Hidalgos
4:30 PM
- 6:00 PM **Reception and Dinner** Private 3rd level balcony of the
2010 Texas Cavalier's River Parade Hard Rock Café
"The River of Dreams"

Tuesday, April 20

- 7:15 AM - **Registration & Breakfast Buffet** Madero
8:30 AM
- 8:00 AM - **NCHN Annual Membership Meeting** Madero
8:45 AM
Terry Hill, NCHN President
- 9:00 AM - **An Overview of the Patient Protection and Affordable** Iberian Ballroom
10:15 AM **Care Act of 2010 and the Role of Health Networks in its Implementation**
Presenters:
Ali Renner, Government Affairs and Policy Representative, NRHA
Paul Moore, D.Ph., Senior Health Policy Advisor, HRSA, ORHP
Martha McLeod, MOE, RD, LD, Executive Director, North Country Health Consortium

Moderator: Esther Hammerschlag, Prince of Wales Health Network, AK
- 10:15 AM - **Break and Exhibits** Veramendi
10:45 AM
- 10:45 AM - **Collaborative Models Panel Presentation** Iberian A
12:00 PM
Rural Laboratory Networks: A Collaborative Model that Works
Presenter: Daryl Bohlender, Western Healthcare Alliance, CO

This Western Health Care Alliance, a network of 25+ hospitals in Western Colorado, has successfully collaborated with the Mayo Clinic to build a robust, successful laboratory network. Mayo serves as the reference lab and participating organizations are developing specific areas of laboratory expertise and building test sharing services. This discussion will identify the critical success factors to developing a laboratory network, share the story of how this one evolved and lessons for networks looking to do the same.

Creating Successful Collaboration in a Competitive Environment
Presenter: Esther Hammerschlag, Prince of Wales Health Network, AK

The Prince of Wales Health Network, located in rural Southeast Alaska, was formed out of a mutual desire by its members to turn a once competitive and historically distrustful relationship into one of positive focused collaboration. This presentation will discuss how in a short period of time the network advanced from a tentative effort to evaluate the possibility for collaboration into a highly valued program that is successfully addressing a wide array of initiatives to improve the healthcare of residents on Prince of Wales Island. Challenges encountered and lessons learned in creating strong collaborative relationships will be shared.

Hospice-Veteran Partnerships: Building Collaboration, Communication and Coordination across Care Settings
Presenter: Diane Jones, Palliative Care Consultant, NJ

This discussion will provide an overview of VA's national Hospice-Veteran Partnership program; highlight best practices and lessons learned; identify the challenges and opportunities of this collaborative effort; and identify possible roles health care networks can provide for the HVP and rural veterans.

Moderator: Beverlyann Austin, Upper Midlands Rural Health Network, SC

Tuesday, April 20 (continued)

12:00 PM -
1:00 PM

Networking Lunch

NCHN Business Partners

Madero

Moderator: Michael Tipsword, Rural Healthcare Consortium of Alabama, Inc, AL

1:15 PM -
2:30 PM

Concurrent Session 1

The Strategy Focused Network - Linking Strategy to Operations to Achieve Great Results

Iberian A

Presenter: Scott W. Goodspeed, DHA, FACHE, Performance Management Institute, ME

This session will share the principles of strategy focused networks and how networks “map” their strategy and adopt an improvement framework. The characteristics of four high performing state networks will be discussed, as well as illustrations of what the best networks do and how they do it. The value of boards and dashboards to help networks focus on priorities will be shared and a model for network planning will be introduced.

Moderator: Tara Cramer, East Georgia Health Cooperative, GA

Coaching for Change: The Coach Approach to Network Leadership

Iberian B

Presenter: Holly Crump, Arizona Rural Women’s Health Network, AZ

The purpose of this session is to introduce recent neuroscience research that shows “change” happens in predictable stages. To manage stages of change, attendees will learn coaching strategies to navigate their networks through the twists and turns of Healthcare reform. The session features a mini-lecture supported by interactive tools that encourage sustainable, ongoing networks to face turbulent times with an attitude of appreciation for and a commitment to their teams. Please join the discussion!

Moderator: Debbie Comeau, Synernet, ME

The New Consumerism: Reform Legislation & How Patients Will Change the Healthcare Landscape

Iberian C

Presenters: Carolyn Bruce & Michelle Lueck, Western Healthcare Alliance, CO

The recent health reform legislation represents the first major change in the insurance system in decades—driving a new consumerism and many opportunities for networks. This session will explore how consumers perceive care, trends in rising deductibles, unreimbursed care and healthcare providers’ financial performance. Explore how rural healthcare providers—and your network—can meet the challenge of changing consumer expectations.

Moderator: Beverlyann Austin, Upper Midlands Rural Health Network, SC

2:30 PM -
3:00 PM

Break and Exhibits

Veramendi

Tuesday, April 20 (continued)

3:00 PM -
4:15 PM

Concurrent Session 2

Building a Sustainable Network: How Your Member's Financial Viability Affects Yours

Iberian A

Presenter: Holly Prisdrey, Nevada Rural Hospital Partners

The presentation describes how networks can successfully impact their members' revenue cycle management and, in turn, be of such value to members that they're happy to pay their dues and even share some of their gains with you.

Moderator: Lonnie Stevens, Thumb Rural Health Network, MI

Finding the Fun in Planning for the Future

Iberian B

Presenter: Tara Cramer, East Georgia Health Cooperative, GA

This session will focus on the facilitation tools used to lead the East Georgia Health Cooperative Board of Directors through their 2009 Planning Retreat – Putting the Pieces in Place.

Moderator: Heather Fuller, Sunflower Health Network, KS

Visionary Mentoring - Using a Proven Process for Leadership Development and Retention

Iberian C

Presenter: George Hendley, RadSciences Group, TX

Leadership development is the critical component for organizational vitality and longevity. Healthcare organizations who implement a balanced, long term leadership development process with mentoring as a cornerstone build strength for today and great potential for the future.

Moderator: Holly Crump, Arizona Rural Women's Health Network, AZ

4:25 PM -
5:25 PM

Network Roundtables

Vertical Network Roundtable

Iberian B

Horizontal Network Roundtable

Iberian C

Network Planning Grantees

Madero

5:30 PM

NCHN Board of Directors Meeting

Iberian A

5:30 PM

Dinner on Your Own

Enjoy San Antonio

Reminder: This is Fiesta Week in San Antonio. Have fun!

Wednesday, April 21

7:30 AM - **President's Breakfast** Veramendi
8:15 AM

8:30 AM - **Meaningful Use of Electronic Health Records; Roles and Responsibilities of ONC; RECs and Networks** Iberian Ballroom
10:00 AM

Presenters:

David Blumenthal, M.D., M.P.P., National Coordinator for Health Information Technology: Invited
Terry Hill, Executive Director, Rural Health Resource Center, MN

The presentation will define "meaningful use"; will outline challenges of meeting the designation; will describe the roles and responsibilities of the Office of the National HIT Coordinator and the 60 designated "regional extension centers"; and, will discuss the possible role of health networks in HIT adoption.

Moderator: Jason Friesen, Pioneer Health Network, KS

10:00 AM - **Break** Iberian Foyer
10:30 AM

10:30 AM - **ARRA, Meaningful Use and the Federal Perspective** Iberian Ballroom
11:45 AM

Presenter: Michael McNeely, Public Health Analyst, ORHP HIT Policy Lead

The session will describe the effects of ARRA and the subsequent terminology of ONC (Office of the National Coordinator) led projects to obtain Meaningful Use. An overview of the statutory and regulatory language will be provided, as well as current efforts by ONC and FCC to digitize the U.S.

Moderator: Carolyn Witherspoon, Coalition of Health Services, Inc., TX

12:00 PM - **Closing Luncheon & Door Prizes** Veramendi
2:00 PM

Trends in Healthcare IT and What it Means for Healthcare Delivery

Presenter: John Hoyt, VP Healthcare Organization Services, HIMSS

Using the extensive HIMSS Analytics data from all US non-governmental hospitals, John Hoyt will review the Healthcare IT adoption trends in the industry. Using data from 2005 and 2009, we will see how adoption of IT has accelerated in the past few years, despite the weakened financial picture for many US hospitals. Mr. Hoyt will also present some key information for CIO's planning to meet the Meaningful Use criteria for hospitals.

Moderator: Tara Cramer, East Georgia Health Cooperative, GA

Door Prizes

2:30 PM - **NCHN Board of Directors Retreat** Boardroom
5:30 PM

Daryl Bohlender

Daryl began his career working at Western Healthcare Alliance (WHA) in early 2006 and was recently promoted to the Vice President of Clinical Services Network. When he began at WHA, he was initially charged with developing the Laboratory Services Network (LSN). This unique network of laboratories from across Colorado has now almost doubled in size to 12 members, with several more in their final stages of due diligence. While operating the network, he facilitates quarterly lab manager peer network meetings and has provided specialized consulting services (i.e. cost studies, fee schedule analysis, customer empathy trainings). In addition, due to increased members involved, a common reference lab contract with Mayo Medical labs, he successfully renegotiated a new joint purchase agreement for the members with savings totaling over \$100,000. Daryl also helped launch a test-sharing program among the members, allowing them to begin developing centers of excellence across the WHA service area and keeping more of the lab testing in their local communities. Daryl was instrumental in launching a unique traveling medical technologist program, which allows members to utilize the services of a highly qualified technologist on short-term engagements. Before joining WHA, Daryl held several top-level management positions within the healthcare industry, specializing in the development of health networks across various disciplines.

Mark Breon

As operations manager for the Spectrum Health Regional Hospital Network / Great Lakes Hospital Network, Mark develops and coordinates initiatives that assist in achieving the network's mission, which is to improve the health status of our communities by providing an integrated approach to regional health care delivery that exceeds consumers' expectations of quality, customer service, and cost-effective health care while preserving the economic strength of local providers. Mark joined Spectrum Health in 2005 as an associate training specialist in the human resources department. He was promoted to operations manager, Regional Hospital Network, in early 2007. Mark received B.A. degrees in Psychology and Criminal Justice from Indiana University in Bloomington, Indiana. He is currently pursuing a Masters Degree in Health Administration from Grand Valley State University.

Carolyn Bruce

Carolyn is the Chief Executive Officer of Western Healthcare Alliance (WHA) and Healthcare Management, LLC (HCM) and Front Line Network. WHA is a vertical rural health network based in Grand Junction, Colorado with 26 full and associate members across the state. Front Line Network is a horizontal, hospital network with 15 members in Colorado. Ms. Bruce started her career in healthcare in 1989 after earning a Masters of Business Administration degree from Western State University in Colorado. She worked for a 350 bed tertiary hospital as Director of Planning and Community Health before taking her current position with WHA over ten years ago. Carolyn currently serves on the advisory committees for the Mayo Clinic National Symposium of Healthcare Reform, Rural Health Center Health Information Informant Group, Rural Health Innovations with the National Rural Health Resource Center, the Physician Shortage Taskforce, Mesa County Health Assessment Taskforce, and the Community Board for the CU School of Medicine Clinical Campus Expansion.

Matthew Chandler

Matthew joined Performance Management Institute (PMI)/Stroudwater Associates in May 2008. He has more than 25 years of experience in healthcare. Working at PMI, Matthew's focus is on rural hospital strategic planning, multi-county community healthcare planning strategy and State Office of Rural Health Strategic Planning as well as working with individual rural hospitals, health networks and health systems to develop, implement and support information technology-based educational programs designed to streamline processes, eliminate learning barriers, and simplify work efforts. As a healthcare specialist, he has worked with boards, executive leadership, and front line managers to translate data into meaningful information to develop knowledge-based management systems. Matthew has a bachelors in Biology and Chemistry from Bates College in Lewiston, Maine and his masters in Nursing from the University of Southern Maine in Portland, Maine.

Tara Cramer

Since August of 2007, Tara Cramer has served as Executive Director for the East Georgia Health Cooperative (EGHCoop). EGHCoop is a vertical network of 4 rural hospitals, 3 FQHC systems and an academic medical center. Their mission is to enhance the access, scope and viability of healthcare services in our eighteen county region. To carry this out, they focus on activities that support Members directly; working to make them stronger. Current activities include group purchasing contracts, other group contracting, peer roundtables, Club Scrub, staff education, physician CME activities, physician recruitment support, physician peer review, productivity benchmarking and health fair hosting. Members are also working together on many grant opportunities regarding HIT initiatives. All above mentioned activities have been established during her tenure as Executive Director. Tara

Presenter Biographies

(Tara Cramer, continued from page 11) was raised in rural Georgia. She received a B.S. in Health Science from Georgia Southern University in 1998. She currently lives in Sandersville, GA with her husband Jeffrey, three dogs and multiple farm animals.

Holly Crump

Holly Crump is the Network Director for the statewide Arizona Rural Women's Health Network and the Program Coordinator for one of its AHEC members. The AzRWHN's mission is to coordinate and improve health outcomes for rural and underserved women in Arizona. Under Holly's leadership the network members collaborate to create programs that encourage and support women taking responsibility for their health and the health of their families. Leading by example, the network members are requested to share equally in bringing personal and professional strengths to the table and to take responsibility for their part in the statewide effort. They've adopted a "Better Together" attitude to leverage all network members as well as the women they serve.

Theresa Cruz

Theresa Cruz is the director of the Texas State Office of Rural Health and Compliance, a division of the Texas Department of Rural Affairs, (TDRA). Theresa has served the state of Texas since 1996 at three state agencies, with the majority of her experience in the capacity of enforcing contract compliance. Theresa has been with TDRA since May of 2002, serving as the Director of Compliance from February 2003 through August 2005, the Director of Rural Health from September 2005 through December 2007, and currently as the Director of the State Office of Rural Health and Compliance. Theresa holds a Certified Public Accountant license from the Texas State Board of Public Accountants, and a Bachelor of Business Administration degree in Accounting from Lamar University in Beaumont, Texas. She serves as a Board Member of the Texas Rural Health Association and as Treasurer of the National Organization of State Offices of Rural Health. She also participates on several advisory committees within the State of Texas, including the Workforce Subcommittee for the Governor's Healthcare Policy Council and the Mental Health Transformation Workgroup.

Greg Dent

Gregory J. Dent is President and Chief Executive Officer of Community Health Works, a community-based health advocacy organization. CHW began as a seven county collaborative whose vision is better health for all people through communities working together and, under Greg's leadership, has become a regional center for health innovation. After serving on Community Health Works' board of directors for many years, Greg was appointed Chief Financial Officer in 2003. Soon after he was asked to take the helm of the organization and was appointed President and Chief Executive Officer in June 2004. Greg is a graduate of Georgia College and State University where he received a Bachelor of Business Administration with an emphasis in Accounting. He is a former accountant with the regional public accounting firm of McNair, McLemore, Middlebrooks and Company, and formerly a financial consultant with The Robinson-Humphrey Company, a securities brokerage firm. Greg started his own business in 1997, Dent Capital Management, an investment and management consulting firm based in Macon, Georgia.

Dave Gallison

Dave Gallison, MS, LPC, became the first Executive Director of the Oregon Rural Healthcare Quality Network in January 2009. ORHQN is a nonprofit collaborative of 25 Critical Access Hospitals and stakeholders with a mission to optimize healthcare quality and safety in every rural community. Most of Dave Gallison's career has been in the healthcare sector in administrator or provider roles. Recently, Dave directed the National Alliance on Mental Illness of Oregon, a statewide advocacy organization with rural and urban affiliates. Prior to that he was a Director of Career Services at the University of Portland, where he also worked closely with the Dean of Nursing on nurse recruitment and co-authored a conference paper on the topic, and helped with pre-med advising. As a Licensed Professional Counselor (LPC), Dave has worked in behavioral health at almost all levels of healthcare organizations, from a five-doctor neurology group, to a 50-doctor group private practice (Eugene Hospital & Clinic) to a large HMO, Kaiser Permanente, in Portland, OR. Within the counseling field, his strength and specialty is career development, which finds ready application in supporting the challenges of rural health recruitment. Dave has a Master's degree from the University of Oregon with a health psychology emphasis, and B.A. in Psychology from Reed College, Portland, OR.

Scott Goodspeed

Scott W. Goodspeed is a Principal with Performance Management Institute, Portland, Maine. He has been President and CEO of four hospitals in three states. Scott's most recent book is titled *Community Stewardship: Applying the Five Principles of Contemporary Governance*, published by American Hospital Publishing. He is working on a second book with the working title: *The Strategy Focused Hospital*. Scott received his doctorate in Health Administration and Leadership from the Medical University

of South Carolina in 2003. His Masters degree in Hospital Administration was received from the University of Minnesota, where he received awards in recognition of his academic achievement. Scott graduated Magna Cum Laude from Ithaca College, Ithaca, NY, where he earned his Bachelor of Science Degree in Administration of Health Care Services.

Esther Hammerschlag

Esther Hammerschlag is the Director of the Prince of Wales Health Network, a 5 member vertical health network located in rural, Southeast Alaska. The Prince of Wales Health Network was formed in 2008 with the purpose of simply evaluating the possibility for collaboration among healthcare providers in an area wrought with deep-rooted, historic rivalries. Once thought to be a nearly impossible collaboration, the Network has rapidly advanced into a positive, community focused effort, significantly impacting the access to and quality of a wide array of healthcare services available to Prince of Wales Island residents, including EMS, behavioral health services, and elder care. Prior to becoming the Director of the Prince of Wales Health Network, Esther was at Children's Hospital in Seattle where she facilitated the implementation of universal newborn hearing screening programs in birthing hospitals throughout Washington and coordinated research in late onset hearing loss in children.

George Hendley

As the Director of Organizational Development for RadSciences Group, George Hendley helps healthcare organizations to attract, develop and retain their current and future leadership. During the past 35 years he has made over 2,000 presentations from coast to coast conducting seminars, workshops and conferences that have impacted the lives of thousands of professionals from healthcare to telecom. He is adept and experienced in both the corporate and non-profit arenas. Specializing in Leadership and Executive Development, George has served on the Board of Directors for the International Coach Federation- North Texas chapter, as a Vice President in the Dallas chapter of the American Society for Training and Development and as a director in the National Speakers Association- North Texas chapter. He has authored over 150 articles on a variety of subjects such as leadership, communication skills, innovation, personal and professional development and more.

Terry Hill

Terry Hill has more than 25 years of professional experience working with rural health care providers and their communities. He is currently executive director of the National Rural Health Resource Center, based in Duluth, Minnesota. In that capacity, Hill leads five federally funded rural health initiatives and is an advisor to the federal government on rural hospitals, health information technology and performance improvement. He also teaches health care management at the College of St. Scholastica, health policy at the University of Minnesota Duluth Medical School and is the current president of the National Cooperative of Health Networks.

John Hoyt

John is the Vice President of Organizational Services for HIMSS where he is responsible for the design and implementation of the Healthcare Organizational Affiliate program and the Senior IT Executive community of profession program. Throughout his healthcare career, Mr. Hoyt has been instrumental in defining business and IT strategy as well as selecting and implementing mission-critical healthcare information systems. John was a Vice President of Operations for a 110 bed rural hospital during the decade of the 80's. As a former hospital CIO at two health systems, he has deployed systems successfully through his ability to garner support throughout the organization and through his leadership in IT strategy. He speaks frequently on healthcare IT trends and the planning impacts for the CIO and other hospital executives.

Diane Jones

Diane Jones has more than 30 years of experience in the healthcare industry with a focus on hospice and palliative care. Trained in the administration of the social services, she has held positions as a hospice social worker and administrator. For the past 12 years she has worked as a palliative care consultant with the Department of Veterans Affairs (VA) administering national projects related to improving access to end-of-life care for our nation's veterans, including the Hospice-Veteran Partnership Program and the Comprehensive End of Life Care Initiative.

Michelle Lueck

Michele joined Western Healthcare Alliance (WHA) in mid-2009 as the Vice President of Development and Marketing. Building on her experience in consulting, education, and client services, Michele is focused on increasing the value individual members receive from their participation in WHA and HCM. Michele is a seasoned senior-level executive with strong

Presenter Biographies

(Michelle Lueck, continued from page 13) experience in strategic leadership planning and relationship management. She also has a strong history in health care and is experienced in developing new program revenue streams. Michele holds a vast knowledge of marketing and has years of experience in successful positioning and promotions of non-profits, brand management and positioning, database marketing, and sales support. Before joining the WHA team she was the Executive Director for the non-profit Aspen Center for Integral Health and has held executive-level positions with Sg2 and Solucient. Michele received a Masters of Political Science with honors from University of Melbourne and received a Bachelor degree with honors from Harvard University.

Martha McLeod

Ms. McLeod is the Executive Director of the North Country Health Consortium, Inc. (NCHC) a not-for-profit rural health network located in Northern New Hampshire. As Executive Director, she provides leadership to member agencies for collaboration and integration of health and human services to improve the health status of the residents of New Hampshire's North Country. Since joining the network in 1999, Ms. McLeod has worked with state, federal and private foundations to provide member agencies with the resources and technical assistance to carry out community needs and health status assessments, collaborative planning opportunities, grant writing, project management, workforce education and training, local public health capacity enhancement, and community-based disease prevention and health promotion activities. Ms. McLeod's past experience includes working at the community level providing nutrition services to young families and for the NH Division of Public Health in the administration of federal nutrition programs. Martha McLeod is a former member of the New Hampshire House of Representatives representing Grafton County District 2. She was assigned to the House Finance Committee where she served as the Vice Chair of Division III, working on the Health and Human Services budget.

Michael McNeely

Michael McNeely is the Health Information Technology Policy Lead for the Federal Office of Rural Health as well as the Program Coordinator for the Flex Critical Access Hospital Health Information Technology Network Grant Program. Mr. McNeely is the ORHP Region Liaison for the Midwest and is a project officer on SORH, SHIP, and Flex Grant Programs. He received his Bachelors of Science in Biology and Physiology, as well as his Masters of Public Health from the University of Kentucky. Additionally he received a Masters in Business Administration from Thomas More College.

Paul Moore

Paul brings a lifetime of experience related to rural healthcare from both his family heritage and more than thirty years in community and hospital pharmacy. But his career reaches beyond just pharmacy as he has served as the CEO of a County Healthcare Authority, consisting of the hospital, the County EMS, a physician clinic and a Home Health Agency. In his own words, his experience is "a foot deep and a mile wide" an attribute which served him well as the 2008 President of the National Rural Health Association. Until recently, Paul divided his time between working in his own rural community pharmacy and his consulting company which provides remote pharmacist services to small rural hospitals. Paul currently serves as Senior Health Policy Advisor to the DHHS, Health Services Resource Administration, Office of Rural Health Policy.

David Pearson

David Pearson is currently the President/CEO of the Texas Organization of Rural & Community Hospitals. TORCH is a professional association whose members consist of general acute care hospitals of less than 150 beds, as well as the companies and organizations which provide products and services to rural hospitals. David is also directly responsible for several subsidiary organizations: a for-profit management services company, a not-for-profit foundation and multiple provider organizations. Before becoming the CEO, David served as the Vice President of Advocacy and Communications for TORCH for six years. David is an experienced advocate who has been involved with legislative and regulatory activities involving rural hospitals at both the state and federal level since 1997. David is also a registered lobbyist in the state of Texas. In 2007, David was named a Herkimer Award winner for outstanding health administration alumni at Texas State University. More recently, David was chosen as one of the twelve Rural Health Fellows for 2008 by the National Rural Health Association in Washington, DC and now serves on their national Rural Health Policy Congress.

Holly Prisbrey

Holly joined Nevada Rural Hospital Partners in December 2008. Her transition to the healthcare field and to NRHP is the culmination of several years of work and planning to find a role that truly "makes a difference" in the community. Her current responsibilities include the development and support of new and existing programs and services that support the viability of NRHP's member hospitals, including the Liability Cooperative of Nevada, a self-insured risk pool. Prior to her transition to health-

care, Holly worked for the College of Business Administration at the University of Nevada, where she earned her MBA and graduated at the top of her class. Her professional experience includes a variety of operations and project management roles in the financial services industry and in high tech. She is a licensed insurance agent in property, casualty, health and life.

Ali Renner

Ali Renner is the Government Affairs Representative at the National Rural Health Association. Her efforts focus on rural in health reform, rural health budgeting and appropriations, and other emerging rural health issues.

Sandy Rose

Born, raised and living in West Michigan, Sandy has dedicated her entire career to either providing or improving healthcare services. For 20+ years Sandy was a leader in Home Health Services-Certified, Private Duty and Home Medical Equipment. In the past 8 years, Sandy has held a variety of positions that allowed her to work directly with West Michigan employers, providers and payers to develop an Employer owned and operated Preferred Provider Organization founded on the principles of Value-Based Purchasing that created a performance measurement system focused primarily on the variation of utilization among providers compared across the region. Prior to joining the Spectrum Health Regional Hospital Network, Sandy became Certified by the University of Michigan in Lean Healthcare. Sandy is known nationally and internationally for her work and has consulted with organizations from Canada to Australia, hosted delegations from Japan in Grand Rapids and the local Employers' Association's Seminar.

Neil Scharpe

Neil Scharpe, MS SpEd received his undergraduate degree in Elementary Ed and Special Education from Minot State University, Minot, ND in 1978 and his MS in Special Education with a concentration in severe disabilities in 1982 also from MSU. Mr. Scharpe was employed for 24 years as an administrator of a community rehabilitation program serving people with developmental disabilities. For the past two years Mr. Scharpe has been employed by the North Dakota Center for Persons with Disabilities a university center of excellence located at Minot State University. He is currently the Principal Investigator on a data integration project funded by the Center for Disease Control, project director of a rural health network development project and the project director of a HRSA funded project to develop protocols based on providing audiology diagnostics to infants 0-6 months of age via the internet.

Gold Level Business Partners



Special Thanks to the conference planning committee, presenters, exhibitors, and attendees for making this year's conference a success; and to the NCHN Business Partners for supporting the work of health networks and making their services available to NCHN members at special rates.

Silver Level Business Partners

CareerStaff Unlimited (www.careerstaff.com)
FIVE Career Advisors (www.fivecareer.com)
Hylant (www.hylant.com)
Paradigm Learning (www.paradigmlearning.com)
Towers Watson (www.towerswatson.com)

Member Partner

Healthcare Management (www.wha1.org)



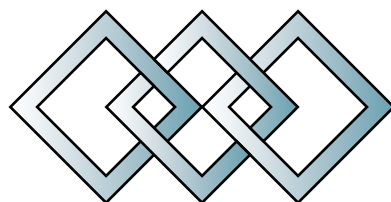
Exhibitors

Fukuda Denshi
Healthcare Management
Health Data Solutions
Medical Recovery Services
MEMdata
National Rural Health Resource Center
Performance Management Institute
Texas State Office of Rural Health
Thermo Fisher Scientific
TORCH

Save the Date!

NCHN Regional Meetings:
September 17, 2010: Denver, CO
September 27, 2010: Chicago, IL

17th NCHN Annual Conference
April 17-19, 2011: Scottsdale, AZ



NCHN
*Serving Health Networks
since 1995*