



2024

# ALABAMA RURAL HEALTH CONFERENCE

March 6th-8th | Montgomery, AL | Virtual

# AGENDA

## Wednesday, March 6, 2024

**8:30 AM** **Pre-Conference Workshop: Billing / Coding**  
to 5:00 PM *ARCH Pro Coding*

## Thursday, March 7, 2024

**8:30 AM** **Pre-Conference Workshop: Billing / Coding**  
*ARCH Pro Coding*

**11:30 AM** **Vendor Networking / Conference Check-In**

**Noon** **Lunch/ Annual Business Meeting**  
All attendees and vendors are welcome to participate.

**1:00 PM** **Break/ Vendor Discovery**

**1:45 PM** **Panel Discussion: ARHA Legislative Priorities in 2024**  
*Farrell Turner, Dr. Conan Davis, Ryan Kelly*

This session will review the feedback received from the 2023 Alabama Rural Health Policy Roadshow and the work that the board has taken to develop its 2024 legislative priorities.

**2:30 PM** **Healthcare Deserts in Alabama**  
*Kyle Siegrist, PhD*

A healthcare "desert" in Alabama is defined as a region of the state that is too far from a particular type of medical resource for basic quality healthcare. The meaning of "too far" depends on the particular resource under consideration. Naturally, healthcare deserts are most common in the rural parts of the state. This presentation will give a brief analysis of healthcare deserts for medical resources that have featured prominently in the news lately: ambulance services, pharmacies, and hospitals that provide obstetric services.

**3:15 PM** **Break**

**3:30 PM** **Exploring the Role of Emerging Mobility Solutions in Shaping Care-Seeking Behaviors in Rural Communities**  
*Javier Pena-Bastidas*

Addressing transportation barriers to healthcare services in rural communities is a well-documented challenge. Emerging mobility solutions driven by advanced information and communication technologies, such as ride-hailing services, offer opportunities for healthcare access improvement. However, their adoption in rural areas lags behind their urban counterparts. This slower adoption rate in rural regions provides an opportunity to carefully consider the roles of these technologies and how they can effectively address rural healthcare access issues. Through a national survey coupled with open-access socioeconomic data in the United States, we aim to explore the potential contributions of emerging mobility solutions in shaping healthcare-seeking behaviors within rural communities. Specifically, we seek to understand how individuals with diverse socio-demographic backgrounds, health conditions, and social environments (including family, social network, and community) perceive these emerging mobility services and their potential to enhance rural healthcare access. The findings will offer valuable insights to stakeholders and practitioners looking to harness innovative mobility technologies for addressing rural healthcare access challenges.

**4:15 PM** **Break**

**4:30 PM** **Sharing the Care for Families Dealing with Alzheimer's Disease or Related Dementias**  
*DeLane Poague*

Dementia Friendly Alabama is a program under the Central Alabama Aging Consortium, the Area Agency on Aging for Autauga, Elmore, and Montgomery counties. The goal is to bring awareness and support to those living with dementia and their care partners throughout Alabama, striving to build partnerships across the state to create communities where those living with dementia can live and thrive! Is your community "dementia friendly?" Find out how YOU can be the spark. Together we can!

**5:30 PM** **Rural Health Legislative Reception**  
All in-person conference attendees and guests are welcome.

# Friday, March 8, 2024

7:00 AM **Breakfast and Check-In**

8:00 AM **Breakout Session 1**

Public Health Track

### **Screening, Identification, and Referral of Sex Trafficking Victims in Rural Areas**

*Lauren C. Mays, DNP, CRNP, FNP-BC*

Research has shown that up to 88% of trafficked victims present to a healthcare setting during their time of being trafficked. Healthcare providers often come into contact unknowingly with individuals who have been trafficked for sex yet are not aware of the indicators of trafficking and therefore offer no assistance to victims. This presentation will educate providers on the signs of sex trafficking and the ways that they can notify authorities if suspected.

Hospital and Clinic Track

### **Care Coordination Through PCMH**

*Kristen Ogden, RN*

With the recent expansion of the CCM billing code for RHC's, the possibilities are incredible for both patients and clinics. PatientCentered Medical Homes offer care that is above and beyond traditional models. By putting the patient at the center, clinics are well positioned for Value-Based Care.

9:00 AM **Breakout Session 2**

Public Health Track

### **Access to Care: Transforming Rural Alabama through Student-Led Clinics**

*Chandler Hinson MBA, MSc.*

This presentation will focus on addressing the pressing healthcare disparities in rural areas in Alabama and how our student-run free clinic model (at the University of South Alabama) aims to provide accessible and quality medical care to underserved populations. The presentation will also explore innovative aspects such as technology integration, ensuring the model's sustainability, and sharing compelling success stories that underscore the positive impact on both individuals and the broader community.

Hospital and Clinic Track

### **Bridging Healthcare Horizons: Understanding Medicare Alternative Payment Models (APMs) in Rural Settings**

*Bill Lane*

In the dynamic realm of healthcare, the shift from traditional Fee-for-Service Medicare to Alternative Payment Models has become increasingly significant. This interactive presentation aims to demystify these models, exploring their nuances and shedding light on their impact within rural healthcare settings.

10:00 AM **Breakout Session 3**

Public Health Track

### **Auburn University Rural Health Initiative: Partnering with communities to remap Alabama's rural health and wellness landscape**

*Hollie C. Cost, Ph. D.*

In partnership with communities, public and private partners, Auburn University Outreach and Alabama Extension System have formed a collaborative to develop an innovative model of increasing access to healthcare throughout Rural Alabama. This accessible and innovative healthcare option combines the state-of-the-art OnMed® telehealth station with hands-on wellness care provided through university faculty and students in health-related fields.

Hospital and Clinic Track

### **Tips and Tricks for Meeting Your Initial and Annual Rural Health Clinic Staff Training**

*Susan Campbell*

This presentation will review annually required rural health clinic education. This session was presented at the National Association of Rural Health Clinics Annual Conference.

11:00 AM **Breakout Session 4**

Public Health Track

### **Connecting Communities**

*Dr. Chip Grant*

This presentation will demonstrate how Watershed Health works through community-wide gatherings, connections, data sharing, and analytics for the sake of building synergy among health entities.

Hospital and Clinic Track

### **Rural Health- Creating and Sustaining a Culture of Exceptional Patient Experience**

*Liz Mahon DPT, MBA, FACHE*

This presentation will discuss the key components of patient experience and provide practical ways to help you and your team improve your patient engagement scores and create a sustainable culture no matter how small the setting. Learn the difference between patient satisfaction and patient experience (hint they are not the same) and how you can impact both your patients and your employees too. Attendees will be provided with useful resources to utilize in their own healthcare setting.

Noon **Adjourn Conference**

## On-Demand Sessions

### **How to Alleviate Financial and Staffing Constraints With ACO Participation**

*Rusty Schlessman*

Healthcare continues to face uncertainties. There are increased regulations, unprecedented levels of burnout, higher operating costs, and narrowed margins. Participating in an ACO has been proven to help with today's health care challenges, making it critical that rural hospitals and health systems position themselves for sustainable success in value-based care. Hear firsthand experiences from rural providers who have created an integrated value-based solution through ACO partnerships. They'll explore new advanced funding options to certain participants; how to use the Medicare Shared Savings Program as a stable business model to improve patient outcomes and generate savings; and clinical services and in-home capabilities that alleviate staffing shortage constraints, improve the care continuum and drive additional revenue streams.

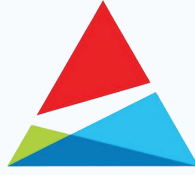
### **Chronic Kidney Disease (CKD) in Rural Alabama: Assessments and Interventions to Minimize Disparities**

*Pamela Payne Foster, MD, MPH*

The purpose of this research was to assess knowledge of chronic kidney disease among rural adults in Alabama; evaluate barriers experienced by those on dialysis, primary care providers, and nephrologists; and develop interventions. The interventions were designed to promote early diagnosis and timely referral to nephrologists as well as educate those with or at risk for CKD. Survey and interview data were collected from all stakeholders. Interventions were developed for primary care providers (interactive app) and those with or at risk for CKD (educational videos and handouts).

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# SPEAKERS



## Farrell Turner

Farrell Turner was educated in Alabama public schools, received a Bachelor's degree at University of Alabama College of Commerce and Business Administration in Accounting and Health Care Management, and a Master's in Finance at the University of Houston at Clear Lake. He is a CPA, a certified coder, and a Fellow with HFMA. He is President of the Alabama Rural Health Association and has been chapter President of the Anniston- Gadsden and Oxford Chapters of the American Academy of Professional Coders, and CEO of Physicians Care of Clarke.

Turner enjoys hunting and has taken up running. He completed his first half-marathon on his 60th birthday and did it again on his next birthday. He lives in rural Cleburne County with his wife Beverly.



## Conan Davis

Allen Conan Davis, DMD is the Former Assistant Dean for Community Collaborations and Public Health at UAB School of Dentistry.

Davis was Alabama's public health dental director from 1986-1999, and the American Dental Association sponsored his United States congressional fellowship from 2001-2002 when he worked for the Senate Health Committee. Davis was the chief dental officer at the U.S. Centers for Medicare and Medicaid from 2003-2010. Conan is now happily retired, and continues to support and advocate for rural health in Alabama by being a member at large for the Alabama Rural Health Association.



## Ryan Kelly

Ryan Kelly serves as executive director of the Alabama Rural Health Association and oversees all activity for the association. Kelly has a large amount of experience in executive leadership, including roles as director of external relations at The University of Southern Mississippi, College of Health, as well as serving as Chief Advancement Officer at William Carey University. Kelly earned a bachelors of science at The University of Southern Mississippi and a masters of science at Mississippi College. He is involved in more than twenty statewide and national committees / coalitions on health, including two committees with the National Rural Health Association. His involvement in a large number of diverse healthcare organizations has elevated Kelly as a go-to leader for healthcare in several southeastern U.S. states. Kelly also serves as the executive director for the Mississippi Rural Health Association, an administrator for the Rural Health Association of Arkansas, and an administrator for the Arizona Rural Health Association.



## Kyle Siegrist, PhD

Kyle Siegrist has a PhD in mathematics from Georgia Tech. He was a professor of mathematics at the University of Alabama in Huntsville from 1980 until his retirement in 2013. Since 2013, he has worked part-time in the Office of Family Health, Education, and Research at the Huntsville Regional Medical Campus of the UAB Heersink School of Medicine. Dr. Siegrist assists colleagues in medical workforce studies, particularly studies related to rural and medically underserved areas of Alabama.



## Javier Pena-Bastidas

Javier holds a bachelor's degree in industrial engineering and a master's degree in civil engineering from the National University of Colombia and the University of los Andes, two of the most prominent universities in his home country. Currently, he is pursuing a Ph.D. program in civil engineering and serving as a Graduate Research Assistant at The University of Alabama. His research interests lie at the junction of transportation and urban planning, exploring how these areas relate to the well-being of societies. His experience includes consultancy for the public sector, teaching, and leading research teams. Currently, he is studying the effects of emerging mobility solutions on shaping care-seeking behaviors in rural communities in Alabama.



## DeLane Poague

DeLane Poague has been working with Central Alabama Aging Consortium (Area Agency on Aging for Autauga, Montgomery, and Elmore counties) for eight years, first as a Long-term Care Ombudsman and now as the Dementia Friendly Alabama Project Coordinator. As the Dementia Friendly Alabama Project Coordinator, DeLane strives to help build communities across Alabama where people living with dementia, their caregivers, and care partners can live and thrive! DeLane graduated from Auburn University with a bachelor's degree in social work and lives on the family farm in Fleahop, AL.



## Lauren C. Mays DNP, CRNP, FNP-BC

Lauren C. Mays, DNP, CRNP, FNP-BC is an Assistant Professor and the Family Nurse Practitioner (FNP) Specialty Track Co-Coordinator at the University of Alabama at Birmingham (UAB) School of Nursing. She is a board-certified FNP with over 16 years of clinical experience in family health, women's health, labor and delivery, and pediatrics. Dr. Mays maintains a clinical practice as Clinic Director at UAB at the WellHouse, where she provides primary care to victims of sex trafficking. She is an expert in trauma-informed care and social determinants of health and incorporates both throughout her teaching and practice. She has presented at the national and international levels and is a published author and journal reviewer in peer-reviewed journals and healthcare textbooks for her academic and clinical expertise. She has been acknowledged for her clinical and academic excellence and was appointed to the Healthy People Curriculum Taskforce, where she serves as an expert in population health, developing interprofessional curriculum for health care professionals across the nation. She is a PADMA Award recipient for her clinical accomplishments and was named the Nancy Smith Memorial Excellence in Teaching award recipient for her teaching excellence. Dr. Mays is an effective educator and under her leadership, has led the UAB FNP track to be ranked 7th in the nation for both the MSN and DNP tracks by the US News and World Report. Dr. Mays' favourite quote is by Maya Angelou, "People will forget what you said, forget what you did, but will never forget how you made them feel."



## Kristen Ogden, RN

Kristen is the Director of Quality Improvement with The Compliance Team. She was brought to the team from an organization in Missouri where she was Director of Clinic Quality and Accreditation for 12 Rural Health Clinics, among many other titles, for 15 years. She found a passion for rural health and recognizes the need for advancing access for these communities. Kristen was raised in a small rural community and personally understands the barriers to resources for healthcare and is passionate about making a change to impact these barriers. Her experience as a nurse leader has fueled her desire to improve quality care and patient outcomes to more rural areas beyond her home state. Kristen is a graduate from Lester E. Cox College of Nursing in Springfield, Missouri.



## Chandler Hinson MBA, MSc.

Chandler Hinson is a 3rd year medical student at the Frederick P. Whiddon College of Medicine where he intends to pursue a sub-surgical specialty and practice in Alabama. Chandler has a BS in Global Health from Georgetown University, a MSc in Control of Infectious Diseases from the London School of Hygiene and Tropical Medicine, and a Healthcare MBA from the George Washington School of Medicine. Chandler has been a student leader at the University of South Alabama Student Run Free Clinic, serving as president in the 2023 academic year and currently as Program Coordinator. Chandler has both a research and academic passion in social determinants of health and access to care, specifically programs to address unmet needs in socially vulnerable populations.



## Bill Lane

Bill is Ilumed's Executive Vice President of Network Development, leading ACOREACH's contracted provider and beneficiary growth over 200% from 2022 to 2024. Prior to Ilumed, he spent over 15 years with Humana and held leadership roles in hospital/hospital system contracting, alternative payment model creation and deployment, including the nationwide lead for Humana's adoption of CMS' Primary Care First model. Before Humana, Bill was with the national PPO, MultiPlan for over ten years, where he held progressively responsible network leadership roles in the southeast. Bill and his wife of 32 years, Kathy, live in South Florida, where he enjoys golf most of the time and looks forward to welcoming his three grown children home as much as possible.



## Hollie C. Cost, Ph. D.

Hollie Cost is the Assistant Vice President for University Outreach & Public Service at Auburn University. In this capacity, she leads Auburn University's Rural Health Initiative and oversees the Office of Public Service and the Center for Educational Outreach and Engagement. Hollie served as a Professor of Special Education at the University of Montevallo and Stephen F. Austin State University as well as a special education teacher at Loachapoka Elementary School. She was the mayor of the city of Montevallo, Alabama, from 2012 until 2020, beginning her civic service as a Montevallo city council member in 2004. During her two-term tenure as mayor, the city completed over \$10 million in capital projects including a complete Main Street renovation, a 167-acre park development, and the construction of a new city hall. She is a graduate of Leadership Alabama, serves on the board of directors for the National Issues Forum Institute, National Coalition for Dialogue and Deliberation, and the David Mathews Center for Civic Life and is a partner in Keys to the City Community Coaching firm. She earned her Ph.D. and master's degree in special education from Auburn University, where she earned her bachelor's degree in psychology. She has received the Albert Schweitzer Fellowship Humanitarian of the Year Award, Vulcan Spear Game Changer Award, Alabama Main Street Hero Award, Gulf-South Summit Outstanding Service-Learning Collaboration Award and Auburn's Academy for Civic Professionalism Alumni Award. She was recognized by This is Alabama as one of 25 Women who Shape the State.



## Susan Campbell

Susan Campbell is the Manager of Clinic Operations for Ochsner Rush Health Systems, where she has been employed for forty years. She received her Bachelor of Science in Healthcare Administration from Kennedy Western University in 2002. Susan is a long-time active member of the National Rural Health Association, the Mississippi Rural Health Association, and the Alabama Rural Health Associations. She was elected to the Mississippi Rural Health Association Board of Directors, serving from 2013-2018, and she served as President in 2015. Her Board of Directors term for the Alabama Rural Health Association began in 2019 and will continue through 2022.

Susan has served in a leadership role for Rural Health Clinics since 1994. Starting in 2015 with a quality initiative for Diabetic and Hypertension patients, she was the project leader for a grant project, MSQ2, that worked with patients to get their lab under control. She served and led the Rural Health Vaccine Confidence Grants for the 21 Rush Rural Health Clinics. Over her career, she has also served on several committees with the National Association of Rural Health Clinics, and she is now serving on the Board of Directors for the National Association of Rural Health Clinics.

Susan is passionate about Rural Health Clinics and their mission to serve others. She has been married to Brad Campbell for thirty-three years, and they have been blessed with three now grown daughters and two sons-in-law. Susan serves as the President of the York Lions Club and is an active member of Siloam Baptist Church where she serves as a Pastor's wife, Sunday School Director, and Choir Member.





## Chip Grant, MD

Dr. Chip Grant is a cardiologist and forward-thinking leader who is passionate about transforming healthcare systems. As the founder and CEO of Watershed Health, he uses his experience as a provider to revolutionize how healthcare communities collaborate, communicate, and coordinate care. Dr. Grant is also the Director of the St. Thomas Heart & Vascular Center in New Orleans and holds board certifications in cardiovascular disease, interventional cardiology, and endovascular medicine. He is a Fellow of the American College of Cardiology, the American Heart Association, the Society of Cardiovascular Angiography and Interventions, and the Society for Vascular Medicine and Biology.



## Liz Mahon DPT, MBA, FACHE

As a former healthcare provider, Liz Mahon is uniquely suited to understand the challenges healthcare organizations face. Liz has a clinical background in physical therapy and has worked in the U.S., England, and South Africa. Prior to joining Kassouf, Liz worked as the CEO for a rehabilitation hospital in Alabama where she led operations for this 49-bed facility. Liz has over 25 years' experience in acute and post-acute healthcare settings and specializes in operations management, team leadership, patient experience, employee engagement including employee wellness and resiliency initiatives, DEI, safety, regulatory compliance, strategic planning, and clinical excellence.



## Rusty Schlessman

Rusty Schlessman is the Vice President of Value-Based Solutions and Growth of CVS Accountable Care. In this role, Rusty is a vital member of the solutions-oriented team emphasizing accountability to engage future clients in partnering with CVS Accountable Care in value-based care programs. He is responsible for identifying and developing strategic business relationships across a variety of provider segments, including community hospitals, physicians, and affiliated stakeholders/decision-makers. This expansive network also includes independent hospitals, clinically integrated networks (CINs), integrated delivery networks (IDNs), large health systems, Independent Practice Associations (IPAs), Physician-Hospital Organizations (PHOs), and other potential healthcare customers. Specializing in population health, revenue cycle improvements, and managed care enhancements, Rusty has nearly 20 years of healthcare experience. He spent the first seven years of his career working in finance and operations within the hospital setting and transitioned to a national consulting firm. As a consultant, he has worked in all provider settings while focusing on the delivery of population health, revenue cycle improvements, managed care enhancements, and performance improvement initiatives. Rusty earned a doctorate in public health from Johns Hopkins University in Baltimore, Maryland, and has a master's degree in health services administration from the University of Kansas. He currently resides in Maryland.



## Pamela Foster

Pamela Foster is a Preventive Medicine/Public Health physician who currently serves as a Professor in the Community and Rural Department at the University of Alabama School of Medicine, Tuscaloosa campus, as well as Deputy Director of the Institute for Rural Health Research. Much of her work is centered on social health inequities through her close partnerships with community leaders and organizations. Dr. Foster's priority research interest is the study of HIV/AIDS related stigma, particularly in faith-based settings in rural Alabama. She is a former Minority AIDS Research Initiative (MARI) Fellow of the Centers for Disease Control HIV/AIDS Division and serves as a member of the Center for AIDS Research Spirituality and HIV Research Network. She is also heavily involved in HIV activism as a former Board member of Five Horizons AIDS Service Organization in Tuscaloosa and as a Board member of the National HIV/AIDS Black Women's Network. Dr. Foster received her BS degree in Chemistry Pre-Medicine from Xavier University in Louisiana and her MS and MD from Meharry Medical College in Nashville, Tennessee and her Preventive Medicine/Public Health Residency at the State University of New York at Stony Brook where she also received her MPH from Columbia University.





