

Registration

“Quality - The Cornerstone of Rural Health”
Annual Conference of the SC Rural Health Association
March 1-2, 2005
Embassy Suites Hotel • Columbia, SC
For More Information, Call (803) 771-2810 or E-mail info@scorh.net

Name: _____

Title and Degree: _____

Organization: _____

Address: _____

City/State/Zip Code: _____

Telephone: _____ Facsimile: _____

E-mail: _____

Registration Information

Registration fees received ON or BEFORE February 11, 2005 are \$160 for SCRHA members, \$185 for nonmembers, and \$75 for full-time students/residents. Fees received AFTER February 11, 2005 will be \$190 for SCRHA members, \$210 for nonmembers, and \$90 for full-time students/residents. If you wish to attend one day of the conference, the cost is \$75.

Please note, in order to receive a refund, a written cancellation must be received no later than February 21, 2005. A \$25 service fee will be deducted from each refund. All refunds will be mailed after the conference.

Registration fees for the Rural Health Clinic Preconference Workshops to be held on February 28 are \$40 for SCRHA members, \$60 for nonmembers, and \$25 for full-time students/residents. Please indicate which Preconference Workshop you plan to attend: A ___ or B ___.

Make checks payable to: South Carolina Rural Health Association (SCRHA). Mail this registration form and payment to: SCRHA, 220 Stoneridge Drive, Ste. 402, Columbia, S.C. 29210.

Concurrent Sessions: Indicate the number of the session you wish to attend in the slot below:

	Afternoon #1	Afternoon #2
Tuesday, March 1	_____	_____

	Morning Session
Wednesday, March 2	_____

Hotel Accommodations:

A special room rate of \$107 a night has been made available at the Embassy Suites Hotel at the corner of Greystone Boulevard and Stoneridge Drive in Columbia. To receive the discounted rate, please reference this conference when making your reservations. Deadline for room reservations with the discounted rate is Friday, Jan. 28, 2005. Call the Embassy Suites Hotel at 803-252-8700 for more information. Remember, after the deadline, the rate will change - so don't delay!

Continuing Education

Credit Statement

Nursing

Mid-Carolina AHEC, Inc. is approved as a provider of continuing education in nursing by the South Carolina Nurses Association, which is accredited as an approver of continuing education in nursing by the American Nurses Credentialing Center's Commission on Accreditation. Credit for this program has been applied for.

Long Term Care Administrator

Credit for this program has been applied for from the SC Board of Long Term Care Administrators.

Social Work

Credit for this program has been applied for by the SC AHEC under its accreditation by the SC Board of Social Work Examiners.

Counselor and Therapist

Credit for this program has been applied for by SC AHEC under the accreditation by the SC Board of Examiners for Licensed Professional Counselors, Marriage and Family Therapists, and Psycho-Education Specialists.

Other

Credit for this program has been applied for by Mid-Carolina AHEC and meets SC AHEC Best Practice Continuing Education Standards.

Participants must attend 90 percent of the program in order to receive a certificate of attendance. No partial credit will be given.



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South Carolina Rural Health Association
220 Stoneridge Drive • Suite 402
Columbia, SC 29210-8018

2005

Embassy
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Hotel
◆
Columbia
South
Carolina

Annual Conference of the South Carolina Rural Health Association



March 1-2

Preconference Workshops will be held February 28



Conference Agenda

Monday, February 28, 2005

12:30 to 1:00 p.m.
Registration

1:00 to 4:30 p.m.
Preconference Workshops

Session A - Rural Health Clinic Update

David Worgo - *Invited*
Health Insurance Specialist/Senior Analyst
Centers for Medicare and Medicaid Services
Baltimore, Md.

Marsha Marze
Rural Health Clinic Coordinator
South Carolina Office of Rural Health
Columbia, S.C.

Debbie Metz
President-elect
South Carolina Rural Health Association
Columbia, S.C.

This workshop will discuss policy and reimbursement for Rural Health Clinics. Representatives from the Centers for Medicare and Medicaid Services (CMS) have been invited to make a presentation. Also, representatives from the state Medicaid Agency and the SC Department of Health and Environmental Control's Certification Branch, including Youna Ruff, will also be present.

Session B - Critical Access Hospitals - The Power of Network Relationships

Bryan Hawkins - *Invited*
Controller
FirstHealth Montgomery Memorial Hospital
Troy, N.C.

Jane Rolfe
FLEX Coordinator
South Carolina Office of Rural Health
Columbia, S.C.

Learn the potential benefits for Critical Access Hospitals (CAHs) in partnering with their "network hospital" and other local providers.

Tuesday, March 1, 2005

8:30 to 10:00 a.m.
Registration

10:00 to 10:50 a.m.
Welcome and Keynote Address

William Joe Seel, MHA
President
South Carolina Rural Health Association
Columbia, S.C.

Alan Morgan, MPA
Vice President
Government Affairs and Policy
National Rural Health Association
Alexandria, Va.

Mr. Morgan will discuss the current status of legislation, appropriations, and policy issues from the federal perspective. Specific emphasis will be placed on the impact of the Medicare Modernization Act on our rural communities.

10:50 a.m. to Noon
Rural Health Care Today:
The South Carolina Perspective

Invited participants include:

Todd Atwater
CEO
South Carolina Medical Association
Columbia, S.C.

Earl C. Hunter
Commissioner
SC Dept. of Health and Environmental Control
Columbia, S.C.

Robbie Kerr
Director
SC Dept. of Health and Human Services
Columbia, S.C.

Thornton Kirby
President
South Carolina Hospital Association
Columbia, S.C.

South Carolina leaders will discuss current issues impacting rural health and how their organizations are dealing with them. Topics will include the impact of state funding cuts and recent federal legislation.

Noon to 1:00 p.m.
Exhibitor Luncheon

Join us for a delicious lunch while you mingle with conference exhibitors and network with colleagues from the rural health field.

1:00 to 2:15 p.m.
Country Roads and eHealth -
Pathway to the Future



Kathryn H. Dansky, PhD
Dept. of Health Policy and Administration
Pennsylvania State University
University Park, Penn.

Many rural communities can benefit from the implementation of eHealth technologies. Learn as Dr. Dansky shares what types of eHealth technologies are available and how they can benefit patients, health care providers, organizations, etc. Also, learn how to start a telehealth program in your community. Participants will learn what questions to ask, potential partnering avenues, and how to manage challenges.

2:15 to 2:30 p.m.
BREAK with Exhibitors

2:30 to 3:45 p.m.
Concurrent Sessions

Session 1 - Cultural Competency and Patient Experiences with Care

Robert Weech-Maldonado, PhD, MBA
Associate Professor
Dept. of Health Services Research,
Management and Policy
University of Florida
Gainesville, Fla.

In this session, participants will learn the role of race/ethnicity and language in patient assessments of care. Dr. Weech-Maldonado will share research findings and discuss Culturally and Linguistically Appropriate Services (CLAS) standards as set forth by the US DHHS Office of Minority Health.

Session 2 - Dimensions of Change

Nelson Gunter, MD, MPH
Medical Director
Carolina Medical Review
Columbia, S.C.

This session will provide an overview of the dimensions of change essential to the successful implementation of Quality Assessment and Performance Improvement (QAPI) in Rural Health Clinics in South Carolina.

Session 3 - The Federal Office of Rural Health Policy - Our Partner in Washington

Jerry Coopey, MPH
Director of Strategic Planning
Federal Office of Rural Health Policy
HRSA
Rockville, Md.

This session will highlight programs and services available through the Office of Rural Health Policy - the arm within the Health Resources and Services Administration that coordinates all rural health functions. Potential funding opportunities will also be discussed.

3:45 to 4:00 p.m.
BREAK with Exhibitors

4:00 to 5:15 p.m.
Concurrent Sessions

Session 4 - Electronic Medical Records

Anderson B. Funke, MD
Vice President of Medical Services
Carolina Health Centers, Inc.
Greenwood, S.C.

By the end of this presentation, participants will leave with a basic understanding of what to look for in an electronic medical records (EMR) system including where to start a search, what components to look for, and what questions to ask vendors. Also, learn what an EMR can do for your practice in relation to quality, productivity, and patient satisfaction.

Session 5 - Commu - i - Care: A Resource for South Carolina's Working Poor

Ken Trogdon
Executive Director
Commun - i - Care
Columbia, S.C.

Acclaimed as one of the nation's "Models that Work," Commu - i - Care provides an innovative approach to the problems of providing prescription drugs and a medical home for the working poor, as well as dental health services for school-aged children in rural communities.

Session 6 - Rural Communities and Mental Health

Sue Veer- *Invited*
Associate Executive Director
South Carolina Primary Health Care Association
Columbia, S.C.

This session will discuss mental health and rural communities.

5:30 to 6:30 p.m.
Poster Session with Authors

7:00 to 11:00 p.m.
Networking Gala
and Silent Auction

Join us for an exciting night of music, dancing, food, and fun at the Embassy Suites Hotel. You asked for them and we invited them back!



Enjoy the sounds of the Friends band, as well as



cocktails and delicious cuisine while you visit with friends and colleagues.

Door prizes will be given away throughout the evening and a silent auction will be held from 7:30 to 8:30 p.m. Don't miss this exciting event!

Wednesday, March 2, 2005

8:30 to 9:00 a.m.
Registration

9:00 to 10:00 a.m.
South Carolina
Success Stories

Seatbelt Safety - Saving Lives in Rural Communities

Diane Jacobs, MSN, RN
Health Professions Student Coordinator
Upstate Area Health Education Consortium
Greenville, S.C.

C. Allen Kolb, MD
Physician/Owner
Family Medicine Associates
Abbeville, S.C.

Join Ms. Jacobs, Dr. Kolb and others as they tell how the Abbeville Seatbelt Safety Project was born out of tragedy in a rural South Carolina community.

The Allendale County Scooter

Lari Gooding
Director of Operations and Finance
Low Country Health Care System
Fairfax, S.C.

Connie Shade
Assistant Executive Director
Lower Savannah Council of Governments
Aiken, S.C.

Learn about the Allendale County Scooter, a cooperative effort of a variety of Allendale County agencies and local service providers, providing transportation to rural citizens living in that area of the state.

10:00 to 10:15 a.m.
BREAK with Exhibitors

10:15 to 11:45 a.m.
Concurrent Sessions

Session 7 - Networks and Quality Improvement

Kristen West
Executive Director
Choice Network
Olympia, Wash.

This session will focus on how rural health networks can be used as a tool for broad-based quality improvement. Examples of community-oriented quality improvement projects will be spotlighted.

Session 8 - How HIPAA Impacts Rural Health Providers

Ron Moore, DBA
HIPAA Coordinator
South Carolina Budget and Control Board
Columbia, S.C.

Learn more about what HIPAA issues are relevant to rural health operations. Participants should leave this session with a better understanding of HIPAA regulations including: privacy, security, transactions, and national provider identifiers.

Session 9 - South Carolina's Future...Worth the Change

Oscar F. Lovelace, Jr., MD
President
South Carolina Tobacco Collaborative
Lovelace Family Medicine, PA
Columbia, S.C.

The session will engage participants in a frank discussion about the health and economic toll tobacco use has taken in South Carolina. Learn the economic benefits of increasing the cigarette tax and what your role is as an individual in the tax campaign. Also, learn how to recruit and mobilize others and how to influence legislators and the media.

11:45 a.m. to Noon
BREAK with Exhibitors



Noon to 1:30 p.m.
Awards Luncheon



Lt. Governor Andre Bauer - *Invited*

Join us as we honor individuals and practices that have

made outstanding contributions to the rural health profession in South Carolina.

1:30 to 2:15 p.m.
Keynote Speaker

T. Marni Vos
Humorist
Lincoln, Neb.



T. Marni Vos became one of only seven women in 20 years to be a finalist in the prestigious San Francisco International Stand-up Comedy Competition, where 400 comics compete each year. She has performed on Lifetime Television's "Girls Night Out" and has opened for Jay Leno...Come hear her share why she thinks humor is a choice - one that not only helps us cope and survive each day but increases our personal and professional effectiveness as "life" managers.

2:15 to 2:30 p.m.
SCRHA Business Meeting/Closing
Remarks

A very brief South Carolina Rural Health Association business meeting will take place where the 2005-2006 elected officers will be announced. Also, don't forget - at the very end of the meeting, a \$300 door prize will be given away to one lucky recipient!

Please note: This schedule is subject to change without notice. Please contact the South Carolina Rural Health Association at (803) 771-2810 for more information on the 2005 conference.

Remember to send in or bring your rural photos for the SCRHA's annual photo contest! Photos will be voted on by conference participants with cash prizes going to the top three finishers. For more information, please contact Jessica Matthews at 803-771-2810 or by e-mail at jess@scorh.net.