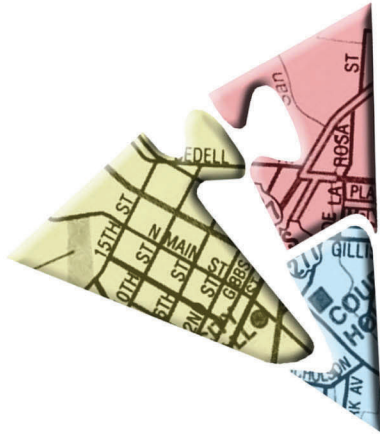


“The State Office of Rural Health at ORCA is so pleased to collaborate with THA and TRHA to offer this unique opportunity to network, share information and ideas, and hear from nationally recognized speakers and experts. I can’t imagine a better way to improve rural health care in Texas than to join forces at the Trifecta.”

— Theresa Cruz, CPA, director, State Office of Rural Health,
Office of Rural Community Affairs



Rural Health Trifecta:

Collaborating to Make a Difference

August 5 - 7, 2008 • Hyatt Regency Austin

An annual conference of the: Texas Rural Health Association
Texas Hospital Association and its Rural Hospital Constituency Section
Office of Rural Community Affairs' Critical Access Hospitals
In cooperation with the Texas Organization of Rural & Community Hospitals

THERE IS STRENGTH IN NUMBERS!

Join your rural health colleagues to share ideas and solutions to rural health's most pressing challenges.

In a state as vast as Texas, it's no surprise that more than a third of hospitals are located in rural areas. And for you and the communities you serve, there are no easy answers to complex rural health issues like staffing shortages and reimbursement challenges. That's why the Texas Rural Health Association, the Texas Hospital Association and the Office of Rural Community Affairs have teamed up to create the first ever **Rural Health Trifecta**. This groundbreaking collaborative conference brings together Texas rural health professionals, community and business leaders, state agency personnel, academia and nonprofit organizations. All with one focus in mind: zeroing in on the issues pertinent to the rural Texas health care landscape.

Who Should Attend

- Texas rural health professionals and hospital leaders
- Texas rural community and business leaders
- State agency personnel
- Academia
- Nonprofit organizations interested in rural health

Through information-packed continuing education sessions and designated networking time, you'll learn:

- Ideas for staff recruitment and retention
- What's on the horizon for Medicare
- How other rural hospitals are addressing bioethics issues
- Success stories on public health collaborations.

“You'll learn about specific health policy initiatives that impact rural hospitals, while sharing ideas and best practices. It's an outstanding value for your education dollar.”

— Bob Pascasio, FACHE, administrator/CEO of Bayside Community Hospital in Anahuac,
and chairman of THA's Rural Hospital Constituency Council

The following list of exhibitors and sponsors is current as of May 1.

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Tuesday, August 5, 2008

8:30 a.m. Registration Opens

1:00 p.m. Plenary Session

Senate Bill 10: The Present and What We Can Expect in the Years to Come

Rep. John Zerwas, M.D., state representative, Texas House District 28, and chief medical officer, Memorial Hermann Healthcare System, Houston

Senate Bill 10 created the Medicaid Reform Legislative Oversight Committee to study uncompensated hospital care and establish market-driven programs for the uninsured. Rep. Zerwas, a member of the committee, will address the design and development of Medicaid waivers needed to implement reform, offer recommendations for transitioning from existing Medicaid payment systems, and explain how benefits will be designed in the proposed new Medicaid model.

2:00 p.m. Afternoon Workshops

Session I: Community Dialogue and the Future of Bioethics

Howard Brody, M.D., Ph.D., director, Institute for the Medical Humanities, University of Texas Medical Branch, Galveston

What does it take to achieve successful community dialogue, and how can your community benefit? This presentation describes the elements of successful community dialogue, potential outcomes and dialogue discussion topics that are especially important to Texas' rural communities.

Session II: Medicare Rural Hospital Flexibility (FLEX) Program

Steve Hirsch, FLEX program coordinator, Federal Office of Rural Health Policy, Rockville, Md.

Learn the ins and outs of the Rural Hospital Medicare Flexibility Program in this informative session. Hirsch discusses how the program, and rural health in general, is affected by changing legislation and rural health policy. Find out why it's important for Texas Critical Access Hospitals to participate in Hospital Compare, and determine if your hospital qualifies for Critical Access Hospital designation under the new CMS guidelines on secondary roads.

Sponsored by: Office of Rural Community Affairs, State Office of Rural Health

2:45 - 3:15 p.m. Exhibits and Refreshment Break

3:15 p.m. Afternoon Workshops, continued

Session I: Examining Ethnic and Racial Disparities Associated with Diabetes, Hospitalization and Lower Extremity Amputation in Texas

Jane Bolin, RN, J.D., Ph.D., associate professor, School of Rural Public Health, Texas A&M Health Science Center, College Station

Bolin discusses the factors that predict lower extremity amputation and shares evidence-based best practices for Type II Diabetes. In this session, you'll learn how to assess effectiveness of touch-screen computers in communicating essential Type II diabetes management principles.

Session II: Critical Access Hospitals and Medicare Advantage

Leah B. Stewart, associate, health care law, Vinson & Elkins LLP, Austin

In this session, you'll get strategies and tips for successfully negotiating with Medicare Advantage plans. Learn the impact and risks of MA plans on Critical Access Hospitals, and the latest on recent regulatory and legislative activity surrounding the MA program.

Sponsored by: Office of Rural Community Affairs, State Office of Rural Health

4:10 p.m. Afternoon Workshops, continued

Session I: Building Healthy Communities for Active Aging Coalition

Cathy Liles, M.P.H., senior research associate, School of Rural Public Health, Texas A&M Health Science Center, College Station

Find out about two new projects garnering amazing support from active aging populations. Get ideas for developing and implementing community gardens and learn how one group is helping its region become known as "retirement friendly."

Session I (cont.): Building a Geriatric Health Professions' Coalition

Cynthia Keppard, special projects coordinator, and Helen Miner, RN, Ph.D., executive director, Lake Country Area Health Education Center, University of Texas Health Science Center, Tyler

Interested in creating a health program for your aging population? Learn how East Texas established its unique coalition, and how you can replicate it in your own community.

Session II: Workers' Compensation: New 2008 Hospital Fee Guidelines

Chuck Whitacre, M.S.H.P., program specialist, Division of Workers' Compensation, Texas Department of Insurance, Austin

The 2008 Hospital Fee Guidelines established a standardized format for billing and reimbursement for inpatient admissions and outpatient services to injured employees. Get an overview of the guidelines, and learn how to improve your hospital's reimbursements for workers' compensation care. This workshop also invites health care providers to take another look at workers' compensation as part of their practice.

Sponsored by: Office of Rural Community Affairs, State Office of Rural Health

5:30 - 7:30 p.m. Riverboat Cruise on Lady Bird Lake

Sponsored by Amerinet/HealthShare

Please note: cruise is limited to first 140 paid registrants.

Wednesday, August 6, 2008

7:00 - 8:10 a.m. Breakfast in the Exhibit Hall

Sponsored by Sterling Barnett Little, Inc.

7:30 a.m. Registration Opens

8:10 a.m. Plenary Session

Federal Update - HRSA Funds

Tom Morris, M.P.A., acting associate administrator for rural health policy, Health Resources and Services Administration, Washington, D.C.

Learn the latest on rural health funding with this important update from a HRSA representative.

Sponsored by: Office of Rural Community Affairs, State Office of Rural Health

9:00 a.m. Morning Workshops

Session I: Engaging Youth to Build Your Future Health Care Workforce

Shannon Kirkland, M.B.A., assistant director, Rural Health and West Texas Area Health Education Center, Lubbock

This presentation shares results from the recent Texas HOT jobs youth health careers interest survey. You'll learn how you can work with your Area Health Education Center to facilitate community health improvements and discover opportunities to become actively involved in youth workforce development.

Session II: Transforming Rural Health Care in Texas – A Comprehensive Approach to Advanced Life Support

Paula Nelson, RN, B.S.N., CEN, Texas CALS coordinator, Georgetown

The Comprehensive Advanced Life Support Program currently is being introduced to the state of Texas. CALS is an advanced life support program developed specifically for rural health providers that utilizes a team approach in treating patients with medical or traumatic illnesses or injuries. Find out how CALS' "Universal Algorithm," along with the extensive hands-on clinical practice the program employs, can make CALS a unique course for rural health care providers of all disciplines.

Sponsored by: Office of Rural Community Affairs, State Office of Rural Health

10:00 a.m. Morning Workshops, continued

Session I: Rural Nursing Preceptorship for BSN Students: Collaboration for Recruitment and Learning

Paula Faulk-Maness, M.S.N., RN, learning resource coordinator, Tarleton State University, Stephenville

Hear about the positive aspects of a rural nursing preceptor program, the experience of an individual rural hospital and the benefits for the student and the preceptor.

Session I (cont.): Transforming RN Education: Accelerated LVN-RN Programs Through Hospital Partnerships

Leslie Mayrand, Ph.D., RN, CNS, department head and professor, Angelo State University, San Angelo

With funding provided by a Texas Higher Education Coordinating Board grant, Angelo State University and four West Texas hospitals implemented a new program aimed at increasing the number of RNs providing nursing care in Texas' rural areas. This presentation shares the results of this creative and innovative approach to nursing education.

Session II: Medicare Reimbursement Update

Tom Watson, CPA, BKD, LLP, Little Rock, Ark.

In this session, you'll get the latest on rural hospital reimbursements and Medicare reimbursement program changes for both Critical Access Hospitals and rural inpatient prospective payment system hospitals.

10:45–11:15 a.m. Exhibits and Refreshment Break

11:15 a.m. Morning Workshops, continued

Session I: State and Federal Legislative Update – Why Is Our Government Doing This to Us?

Don McBeath, director of advocacy and communications, Texas Organization of Rural & Community Hospitals, Austin

What's happening in state and federal legislative arenas impacting rural health care? Get the latest in this information-packed session.

Session II: Joint Commission Standards for Managing Conflict – What Are the Options for Health Care Providers?

D. Gene Valentini, director, Texas Dispute Resolution System, Lubbock

Every hospital has situations that sometimes result in conflict. This session addresses practical guidelines for hospitals, as well as a suggested process for managing conflict and resolving disputes which arise during the daily course of hospital operations. Help your staff stay focused on their primary mission of serving patients with these invaluable guidelines.

Noon

Awards Luncheon

Sponsored by the Texas Hospital Insurance Exchange

The annual Marion Zetzman Award recognizes an individual who has made a significant difference in improving the health of rural Texans. The Communities That Care Awards recognize programs that have gone the extra mile for citizens by implementing a health care project that has made a significant difference both for individuals and the community.

This year, previous Zetzman and Communities That Care award winners have been invited to the Awards Luncheon to provide a short update on what have they been up to since receiving their awards.

Brian King, program director for the Health Professions Resource Center at the Texas Department of State Health Services, also reports on the survey the center conducted with 63 local health departments that contract with TDSHS to provide public health services. He shares data on 39 health professions and their supply and vacancy rates for these local health departments, including comparisons between rural and urban areas.

2:15 p.m. Afternoon Workshops

Session I: Capitalizing on the 5 Million Lives Campaign – An Update and Primer for Rural and Community Hospitals

Jeff Spade, M.H.A., FACHE, vice president, North Carolina Hospital Association, and executive director, N.C. Rural Health Center, Cary, N.C.

Spade will detail the 5 Million Lives campaign and provide an update on various rural hospital quality initiatives. He'll share how rural hospital executives can address overlapping quality reporting requirements of various regulatory agencies.

Session II: Health Care Reform – Addressing the Underlying Condition

Diana Resnik, senior vice president of Community Care, Seton Family of Hospitals, Austin

Learn about Ascension Health's tool that moves the discussion about health policy reform from the theoretical into concrete plan development. Find out how you can use its six guiding features to evaluate proposals.

Session III: Key to Retention – Positive Workplace

Mary Wainwright, M.S., RN, deputy director, East Texas Area Health Education Center, University of Texas Medical Branch, Galveston; and Steven R. Shelton, M.B.A., PA-C, assistant vice president, Community Outreach, University of Texas Medical Branch, Galveston

In this session, presenters describe changes in rural nursing and lead participants to explore 12 criteria that foster a positive work environment and improve nurse recruitment/retention and patient care.

3:00 - 3:30 p.m. Exhibits and Refreshment Break

3:30 p.m. Afternoon Workshops, continued

Session I: Texas Rural Health Policy Network

Larry Gamm, Ph.D., professor and head, Department of Health Policy and Management, School of Rural Public Health, Texas A&M Health Science Center, College Station; David Pearson, president/CEO, Texas Organization of Rural & Community Hospitals, Austin; and Stacey Warren, health policy analyst, Texas Medical Association, Austin (invited)

The Texas Rural Health Policy Network helps the Texas Rural Health Association and Texas A&M School of Rural Public Health promote networking and education on rural health policy issues across a number of state associations interested in rural health issues. Learn what is in the works for identifying major shared health policy interests among Texas associations interested in rural health. The panel will share what it has learned about rural health needs and health policy interests, and the strategies underway to share information between interested parties.

Session II: Economical Education Program Options for Rural Hospitals

Beth Morell, vice president of Communications and Education, Missouri Hospital Association, Jefferson City, Mo.; and Chip Shaw, Ed.D., associate vice president, health education, Texas Tech University Health Sciences Center, Lubbock

This presentation gives an overview of mandatory educational requirements for rural hospitals. Find out how distance learning can be a cost-effective alternative to educate hospital staff and maintain current proficiency levels, while minimizing the cost of education-related travel.

4:30 - 5:30 p.m. Plenary Session Rural Realities, Chaos and the Quest for Leadership

Brock Slabach, senior vice president of member relations, National Rural Health Association, Kansas City, Mo.

What leadership behaviors are critical for survival in the rural health care landscape? In this session, you'll learn how to develop order out of the regulatory chaos and reimbursement changes that keep hospitals and CEOs in a state of constant turmoil that drains energy and depletes valuable resources.

Sponsored by: KGA Architecture

5:30-6:30 p.m. Reception

The Texas Hospital Association extends an invitation to all conference attendees to join this fun networking event.

Sponsored by: SpawGlass Contractors, Inc.

Register
Online!

www.texashospitalonline.org/trifecta

Thursday, August 7, 2008

8:00 a.m. Registration Opens

7:00 – 8:30 a.m. Breakfast

8:30 a.m. Plenary Session

A Practical Approach: What is the Most Effective Way to Tackle Childhood Obesity in Your Rural Community?

Steven H. Kelder, M.P.H., Ph.D., co-director, Michael & Susan Dell Center for Advancement of Healthy Living, University of Texas at Houston, School of Public Health, Austin Regional Campus

How is the obesity epidemic impacting Texas, and what are the rural-urban differences in physical activity, physical fitness and overweight prevalence? Kelder addresses the importance of targeting independent school districts' policies and mandates while highlighting academic achievement and student health indicators.

Sponsored by: Collection Conductor

9:30 a.m. Morning Workshops

Session I: East Texas Area Health Education Center's Three-Phase Model of Health Care Professional Recruitment, Retention and Community Development

Jim Condit, special programs coordinator, East Texas Area Health Education Center/University of Texas Medical Branch, Austin; Brian Sullivan, special programs coordinator, Capital Area Health Education Center, Austin; and Terry Willemin, senior program coordinator, Pecan Valley Area Health Education Center, Victoria

Learn about this three-phase model of recruitment, retention and community development designed to assist rural and medically underserved areas with their long-term health care staffing needs.

Session II: Labor Law Update – Hospital Labor Law and How to Respond to Unionization Attempts in a Rural Environment

Regina (Gina) Williams, J.D., attorney, Austin

Hear this experienced labor law attorney's insight into the latest on hospital labor law and regulatory updates for rural hospitals. A popular speaker at the Texas Hospital Association's rural forums, Williams provides practical guidance about how rural hospitals can respond to unionization attempts.

10:30 a.m. Morning Workshops, continued

Session I: Collaborating to Increase Health Awareness in the Brazos Valley Through Enhancement of Academic and Practice Partnerships

Sharon Alderete, manager, Office of Special Programs; Sherry Falgout, M.P.H., manager, Office of Special Programs; and Barbara Quiram, Ph.D., director, Office of Special Programs, School of Rural Public Health, Texas A&M Health Science Center, College Station

Find out how one new communication strategy is increasing awareness of public health services in rural communities. In this session, you'll learn how to identify resources that local public health communities and their academic partners can utilize to implement a public health communication strategy in rural areas.

Session II: How to Get Patient Feedback Without Spending an Arm and a Leg

Tim Wright, M.B.A., president/CEO, Wright Results, Inc., Round Rock

Measuring patient satisfaction is a major concern for rural hospitals whose financial and human resources already are stretched thin. In this session, you'll learn some home-grown and low-cost ways to measure patient satisfaction. You will leave with inexpensive ideas for gathering an objective view of your patients' satisfaction, and what needs improvement.

11:30 a.m. Conference Adjourns

REGISTRATION / HOTEL INFORMATION

Registration Fee

If received by July 25:..... \$225

After July 25 or on-site:..... \$275

Space is limited.....Register today!

To register, please submit the attached registration form or **register online** at THA's Web site, www.texashospitalsonline.org/trifecta. If you have not received confirmation via the e-mail address provided on the registration form at least five business days prior to the program, please contact the THA Registrar at 800/252-9403, ext. 1057, or via e-mail to registrar@tha.org. Without payment (via check or credit card), your registration cannot be processed.

Substitution, Transfer and Cancellation Policy

Registrants unable to attend may send an alternate. Please notify THA prior to the program, if possible. Transfer from one THA education program to another is not permitted, and no financial credit will be granted. If a registrant cancels, the registration fee, less a 20 percent service charge, is refundable only if **THA receives notice in writing at least five business days prior** to the event. (Send notification via e-mail to registrar@tha.org or fax to 512/692-2653.) No refunds will be made for no-shows or for cancellations made less than five business days prior to the program. THA reserves the right to cancel or reschedule programs as determined necessary. If a program is cancelled, full registration refunds will be issued. THA is not responsible for nonrefundable airline tickets or other travel expenses.

If you have **content questions** or **special needs** that require accommodation, please contact Lynn Heimerl at 512/472-8921, ext. 305, or via e-mail to lheimerl@capitalahec.org.

Hotel

Hyatt Regency Austin

208 Barton Springs Road
Austin, Texas 78704

Room Rate: \$85 single

Please call the hotel directly at 800/233-1234 or 512/477-1234 and identify yourself with the Texas Rural Health Association. To ensure room availability and special rates, you must make your reservations **by 5 p.m. (Central), July 14.**

CONTINUING EDUCATION

Continuing Education Certificates for proof of attendance will be issued to all registrants attending the Trifecta conference. These certificates should be placed on file at your place of work as evidence of attendance. Some national, state and local licensing boards and professional organizations will grant continuing education credits for attendance when you submit the course outline (save the brochure) and your certificate of attendance. If your discipline is not listed below for pre-approved continuing education, it is recommended that you contact your own board or certification organization to find out what is required.

The Texas Hospital Association is authorized to award **up to 12.5 hours of pre-approved Category II (non-ACHE)** continuing education credit for this program toward advancement or recertification in the **American College of Healthcare Executives**. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when making application to the American College of Healthcare Executives for advancement or recertification.

This course(s) may be submitted to the **Texas State Board of Public Accountancy** for **up to 15.0 CPE contact hours**. THA has registered with the Texas State Board of Public Accountancy as a CPE sponsor. This registration does not constitute an endorsement by the Board as to the quality of the program.

The Texas Hospital Association is an approved provider of continuing nursing education by the Texas Nurses Association, an accredited approver by the **American Nurses Credentialing Center's Commission on Accreditation**.

This activity meets Type I criteria for mandatory continuing education requirements toward relicensure as established by Texas Board of Nursing. Successful completion of this program provides **up to 12.5 contact hours**.

Approval as a provider refers only to recognition of the continuing education activity and does not imply endorsement or approval of any commercial product by the Texas Nurses Association, the American Nurses Credentialing Center's Commission on Accreditation or the Texas Hospital Association.

This course may be submitted to the **Texas State Board of Social Work Examiners** for **up to 12.75 credit hours**.

Attendance Policy: Participants who attend the entire program and complete and submit the original Certificate of Attendance and Evaluation forms will be awarded applicable continuing education credit.



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Full conference registration includes:

- Workshops and plenary sessions throughout the conference
- All refreshment breaks
- Wednesday's Awards Luncheon
- TRHA 2008-2009 individual 12-month membership

Fees:

- \$225** If received by July 25
- \$275** If received after July 25 or on-site
- Yes, I want to cruise Tuesday evening (5:30 to 7:30 p.m.) on Lady Bird Lake.** (Tickets are free; limit one ticket per registrant. Because the cruise is limited to 140 passengers only, tickets will be reserved on a first-come, first served basis. Lucky registrants may pick up their ticket at the conference registration area.)

Total Amount Due: \$ _____

Return form in one of three ways:

Fax form if paying by credit card to: 512/692-2653

Mail form and check to:
Texas Hospital Association,
P.O. Box 970121, Dallas,
Texas 75397

For overnight deliveries:
Please contact THA's Registrar at 800/252-9403, ext. 1057, for instructions.

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“If you want to improve the health of rural Texans, I invite you to the Rural Health Trifecta. This conference provides an excellent forum to get the latest news on rural health care issues and learn new methods to address health problems in your community. It is an opportunity for rural health professionals and community and business leaders to collaborate with state agency personnel, higher education, and people from like-minded organizations.”

— Harvey Laas, chair, Trifecta program, and TRHA board member



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