

2019

Rural Health and Hospitals Conference



ch|a

Colorado Hospital Association

March 6 – 8, 2019

Denver Marriott West
Golden, CO



ch|a education

SCHEDULE-AT-A-GLANCE

Wednesday, March 6 - *Preconference Activity*

10 a.m. - 1 p.m.

CHA Rural Hospital Day at the Capitol
(CHA hospital/health system members only)

Wednesday, March 6 - *Conference Schedule*

1:30-2 p.m.

Networking Coffee Break in the Exhibit Hall

2-2:15 p.m.

Welcome and Introductions

2:15-3:15 p.m.

Opening Keynote: "Inspire Integrity: Chase an Authentic Life" with Corey Ciocchetti, JD

3:15-3:45 p.m.

Networking Refreshment Break in the Exhibit Hall

3:45-4:45 p.m.

"Community Partnerships in a Time of Need: Lessons Learned from the 2018 Spring Fire Response and Medical Surge Evacuation" with Karen L. Bryant and Dave McGraw

5-6:30 p.m.

Retirement Reception in Honor of Gail Finley, CHA Vice President, Rural Health and Hospitals (*All attendees welcome*)

Thursday, March 7

7:30-8:30 a.m.

Breakfast Buffet

8:30-9:30 a.m.

"Value-Based Health in Rural Settings" with Darlene Tad-y, MD

9:30-10 a.m.

Networking Coffee Break in the Exhibit Hall

10-11 a.m.

"Advocacy, Policy and the Political Environment for Rural Hospitals" with John Supplitt

11 a.m. - 12:30 p.m.

Networking Lunch in the Exhibit Hall

12:30-1 p.m.

Polis Administration Cabinet Official (*invitation extended*)

1-1:45 p.m.

"State Legislative Roundup" with Katherine Mulready, JD, MPS

1:45-2 p.m.

Networking Refreshment Break in the Exhibit Hall

2-3 p.m.

"Population Health: Defining Outcomes by Asking the Right Questions" with Benjamin Anderson, MBA

3-3:30 p.m.

Networking Refreshment Break in the Exhibit Hall

3:30-4:30 p.m.

"Resilience and Well-Being Strategies for Health Care Providers in Rural Colorado" with Jenny Reese, MD

4:30-6 p.m.

Networking Reception in the Exhibit Hall

Friday, March 8

8-9:30 a.m.

CEO Breakfast Roundtable (*breakfast served at 7:30 a.m.*)

8-9:30 a.m.

Breakfast Buffet

9:30-9:45 a.m.

Networking Coffee Break

9:45-10:45 a.m.

"Federal Office of Rural Health Policy Update: Rural Disparities and Opportunities" with Paul Moore, DPH

10:45-11 a.m.

Networking Coffee Break

11 a.m. - 12 p.m.

Closing Keynote: "VISION-MINDSET-GRIT: Success Strategies to Help You Stand Up to Any Challenge" with Scott Burrows

12 p.m.

Conference Adjourns

Registration Desk Hours

Wednesday, March 6: 9 a.m. - 4 p.m.

Thursday, March 7: 7 a.m. - 4 p.m.

Friday, March 8: 7:30-11 a.m.

SESSION INFORMATION

Wednesday, March 6 - Preconference Activity

- **CHA Rural Hospital Day at the Capitol**
10 a.m. - 1 p.m.

Prior to the start of the 2019 CHA Rural Health and Hospitals Conference, join this trip to the Colorado State Capitol to meet with your legislators for a dialogue about rural health and health care. You will get behind-the-scenes access to legislative leadership and the opportunity to tell your hospital's story. Transportation will be provided and will leave the hotel at 9:30 a.m. Lunch provided. *(CHA hospital/health system members only)*

Wednesday, March 6 - Conference Schedule

- **Networking Coffee Break in the Exhibit Hall**
1:30-2 p.m.

- **Welcome and Introductions**
2-2:15 p.m.



Steven Summer
President and Chief Executive Officer
Colorado Hospital Association

- **Opening Keynote**
"Inspire Integrity: Chase an Authentic Life"
2:15-3:15 p.m.



Corey Ciocchetti, JD
Associate Professor of Business Ethics
and Legal Studies
University of Denver

In this session, Ciocchetti will inspire you to chase the truly important things in life such as a solid character, strong personal relationships and a sense of contentment. These "real rabbits" are compared and contrasted to more fleeting worldly success such as excessive wealth, popularity and prestige. Ciocchetti will outline what it takes to develop integrity, set priorities, gain a big-picture perspective and chase an authentic life. *(1.0 ACHE qualified education credit)*

- **Networking Refreshment Break in the Exhibit Hall**
3:15-3:45 p.m.

- **"Community Partnerships in a Time of Need: Lessons Learned from the 2018 Spring Fire Response and Medical Surge Evacuation"**
3:45-4:45 p.m.



Karen L. Bryant
Chief Operating Officer
Prowers Medical Center



Dave McGraw
Safety and Security Officer, Emergency
Preparedness and Response Director
Spanish Peaks Regional Health
Center and Spanish Peaks Veterans
Community Living Center

The presenters will share details of the BridgeCare Health Network emergency response to the 2018 Spring Fire, including emergency preparedness efforts, the value of community partnerships, medical evacuation and resource coordination. The presenters will also discuss lessons learned and next steps as hospitals prepare for the 2019 Colorado fire season. *(1.0 ACHE qualified education credit)*

- **Retirement Reception in Honor of Gail Finley**
5-6:30 p.m.

After 11 years of dedicated service, Gail Finley is retiring from her role as vice president of rural health and hospitals at Colorado Hospital Association. During her time at CHA, Gail has been a loyal advocate for rural and critical access hospitals in Colorado and has made incredible strides towards improving health care in rural and frontier settings. *(All attendees welcome.)*

Wednesday Exhibit Hall Hours

1:30-2 p.m.: Coffee Break

3:15-3:45 p.m.: Refreshment Break

SESSION INFORMATION

Thursday, March 7

■ **Breakfast**
7:30-8:30 a.m.

■ **“Value-Based Health in Rural Settings”**
8:30-9:30 a.m.



Darlene Tad-y, MD
Physician Advisor, Colorado Hospital Association; and Associate Professor, School of Medicine, University of Colorado School of Medicine

This session will provide an overview of pursuing value-based care, including the challenges and successes unique to rural settings. Models for care delivery, strategies for data analysis (highlighting the CHA member tool, OHDIN) and practical application in clinical settings will be reviewed. *(1.0 ACHE qualified education credit)*

■ **Networking Coffee Break in the Exhibit Hall**
9:30-10 a.m.

■ **“Advocacy, Policy and the Political Environment for Rural Hospitals”**
10-11 a.m.



John Supplitt
Senior Director
American Hospital Association
Constituency Sections

In this session, Supplitt will provide a federal update on advocacy and policy priorities for rural hospitals and how these will change in the 116th Congress. Supplitt will also reference disruption and the private sector influences on care to rural communities. *(1.0 ACHE qualified education credit)*

■ **Networking Lunch in the Exhibit Hall**
11 a.m. - 12:30 p.m.

■ **Polis Administration Cabinet Official** *(invitation extended)*
12:30-1 p.m.

■ **“State Legislative Roundup”**
1-1:45 p.m.



Katherine Mulready, JD, MPS
Senior Vice President and Chief Strategy Officer
Colorado Hospital Association

During her presentation, Mulready will review the 2019 legislation that impacts hospitals across Colorado. Hospitals and health care – and costs in particular – are squarely in the “bullseye” for policymakers and this session promises to be prolific across the spectrum of health care issues. Find out what surprises might be in store for the remainder of the session and what you will need to know in the coming year. *(.75 ACHE qualified education credit)*

■ **Networking Refreshment Break in the Exhibit Hall**
1:45-2 p.m.

Thursday Exhibit Hall Hours

9:30-10 a.m.: Coffee Break

11 a.m. - 12:30 p.m.: Lunch

1:45-2 p.m.: Refreshment Break

3-3:30 p.m.: Refreshment Break

4:30-6 p.m.: Reception

SESSION INFORMATION

- **“Population Health: Defining Outcomes by Asking the Right Questions”**
2-3 p.m.



Benjamin Anderson, MBA
Chief Executive Officer
Kearny County Hospital, Lakin, Kan.

Value-based health care delivery in its simplest form is the practice of measuring changes in health outcomes against the cost of producing them. Yet, effectively measuring these outcomes is a complex process that requires the intervention of mission-focused, adaptive leadership. One of the most common barriers to producing meaningful outcomes is our failure to ask the right questions. In traditional patient satisfaction surveys, hospitals often inquire about the taste of food quality, staff communication or the state of the facilities. In essence, we are asking, *“How were we?”* What we should be asking is, *“How are you? Has your health improved? What do you value in your health care experience and how can we help you develop and achieve your own health goals?”* In this session, Anderson tells the story of how one frontier health care delivery system is making the transition from an internal focus on traditional process improvement to patient-centered outcomes by successfully soliciting the input of 80 percent of the households in its culturally diverse county. This collaborative survey process leveraged relationships with a medical school, local government, health care, public health, law enforcement, employers, education system and area migrant services. The data was surprising and has redefined this county’s strategy for improving the health of its population. *(1.0 ACHE qualified education credit)*

- **Networking Refreshment Break in the Exhibit Hall**
3-3:30 p.m.

- **“Resilience and Well-Being Strategies for Health Care Providers in Rural Colorado”**
3:30-4:30 p.m.



Jenny Reese, MD
Associate Professor, Section Head and Medical Director of Pediatric Hospital Medicine, and Resilience Program Director, University of Colorado School of Medicine; and Inpatient Medical Director, Children’s Hospital Colorado

This presentation will address drivers of stress and burnout specific to health care communities in rural Colorado. Dr. Reese will provide descriptions of programs to promote resilience and well-being for health care providers such as a peer support program, and will describe an innovative resilience curriculum that is being developed and delivered across the University of Colorado School of Medicine. The session will include an interactive discussion about how these programs and strategies can be implemented in rural settings in Colorado. *(1.0 ACHE qualified education credit)*

- **Networking Reception in the Exhibit Hall**
4:30-6 p.m.

Thursday Exhibit Hall Hours

9:30-10 a.m.: Coffee Break

11 a.m. - 12:30 p.m.: Lunch

1:45-2 p.m.: Refreshment Break

3-3:30 p.m.: Refreshment Break

4:30-6 p.m.: Reception

SESSION INFORMATION

Friday, March 8

- **CEO Breakfast Roundtable**
8-9:30 a.m. *(Breakfast served at 7:30 a.m.)*

CHA will host a breakfast roundtable for hospital and health system CEOs, members of their leadership team and trustees. Join your colleagues and the CHA executive staff for lively discussion on topics of your choice.

- **Breakfast**
8-9:30 a.m.
- **Networking Coffee Break**
9:30-9:45 a.m.

- **“Federal Office of Rural Health Policy Update: Rural Disparities and Opportunities”**
9:45-10:45 a.m.



Paul Moore, DPh
Executive Secretary, National Advisory Committee on Rural Health and Human Services; Senior Health Policy Advisor Federal Office of Rural Health Policy, U.S. Department of Health and Human Services, Health Resources and Services Administration

In an environment where rural health disparities are worsening there are opportunities in play for hospitals to lead in improving the situation. Moore will share the origin and charge of the Federal Office of Rural Health Policy, how that charge is carried out and what current opportunities exist for rural hospitals to make a difference in the lives of rural Americans. *(1.0 ACHE qualified education credit)*

- **Networking Coffee Break**
10:45-11 a.m.

- **Closing Keynote**
“VISION-MINDSET-GRIT: Success Strategies to Help You Stand Up to Any Challenge”
11 a.m. - 12 p.m.



Scott Burrows
Motivational Speaker and Best-Selling Author

In today’s rapidly evolving marketplace environment, many organizations are trying to maintain a winning culture as they deal with an array of business challenges. Perhaps today your organization is dealing with growing pains and key business issues as you continue to expand both internally and externally while attempting to be number one in your industry in customer service and expectations. Perhaps you’re experiencing lots of industry change, limited bench support, operational and support issues and budget cuts as well as increased goals, objectives and responsibilities. Or you’re feeling paralyzed by your competition, advancing technologies and market saturation. Whatever your challenges are, the true measure of success is how well you respond to adversity, change, setbacks and fear. Whatever belief system you employ must be powerful enough to conquer these obstacles and any other impediments to your personal and professional growth, or you and your organization will be left behind. *(1.0 ACHE qualified education credit)*

- **Conference Adjourns**
12 p.m.

CHA Mobile App

Conference materials will be available through a mobile app, including agenda, presentation handouts and exhibitor and sponsor information.

Download “YourEvent” in your mobile app store and search for this conference.

CONFERENCE INFORMATION

Overview

The CHA Rural Health and Hospitals Conference is one of the largest gatherings of rural Colorado health care leaders in the state. It is an opportunity for you to collaborate with peers and national experts on innovative models for rural health care delivery and share strategies to accelerate the shift to a more integrated, high-performing and sustainable rural health care system.

Target Audience

The conference is intended for rural hospital CEOs, CFOs, administrators, senior executives, system leaders, hospital trustees, nursing and physician executives and public health and community leaders. Urban hospital leaders are also welcome.

Location

Denver Marriott West
1717 Denver West Boulevard, Golden, CO 80401
303.279.9100
www.marriott.com/DENWE

Please make your hotel accommodations directly with Denver Marriott West at 888.238.1803 and ask for the CHA 2019 Conference room rate, or [click here](#) to reserve online. The discounted room rate of \$139/single or double occupancy plus tax is available until **Monday, Feb. 18**. Reservations after **Feb. 18** are subject to availability.

Important Dates

- **Monday, Feb. 18:** The CHA discounted hotel rate is available through this date; however, rooms at this rate are at a first-come, first-served basis. Please book early to ensure your spot.
- **Friday, Feb. 22:** Early-bird registration deadline. Higher fees will apply after this date (see registration form). Mailed registrations must be received by this date to qualify for the discount.
- **Monday, March 4:** Pre-registration deadline. All registrations after this date must be handled on-site. Higher fees apply (see registration form).

REGISTRATION INFORMATION

Four Easy Ways to Register

1. Online at www.cha.com/education: Select the Rural Health and Hospitals Conference, scroll down and select "Register for this Event."
(For new users, Create a New User Account and contact Peggy McCreary to finalize your membership set up.)
2. Email the completed registration and credit card payment to peggy.mccreary@cha.com.
3. Mail the complete registration form and payment to:
Colorado Hospital Association
7335 East Orchard Road
Greenwood Village, CO 80111
4. Call Peggy McCreary at 720.330.6034

Payment Information

CHA accepts VISA, MasterCard and American Express. Please provide appropriate contact and billing information with your payment and registration form. If a check payment is accompanying your form, the check should be made out to CHA and needs to be mailed along with the registration form.

Cancellation

All cancellations and/or attendee substitutions must be submitted in writing to the CHA office via email to peggy.mccreary@cha.com or fax to 720.496.2377. All cancellations received before **Feb. 27** will be refunded less a \$95 cancellation fee. After **Feb. 27**, no refunds will be issued. Registration fees cannot be transferred to another CHA program.

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, we will make every reasonable effort to accommodate your request. For any special requests, please contact Colorado Hospital Association at peggy.mccreary@cha.com or 720.330.6034 before the meeting dates.

Continuing Education Credits

CHA is authorized to award 8.75 hours of pre-approved ACHE Qualified Education credit (non-ACHE) 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 ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

CONFERENCE REGISTRATION FORM

Please visit www.cha.com to register for the 2019 Rural Health and Hospitals Conference or use this form (complete a separate form for each person registering). Questions? Contact Peggy McCreary, CHA meeting and events coordinator, at 720.330.6034 or peggy.mccreary@cha.com.

Contact Information

Name _____ First Name for Name Badge _____
 Title _____ CHE _____ FACHE _____
 Hospital/Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Email _____

(Confirmations and other important meeting information will be distributed via email.)

Please let us know if you have ADA or special dietary requirements (Kosher, vegan, gluten-free, allergies, etc.):

Rural Health and Hospitals Conference Registration March 6-8, 2019	Member Rate	Non-Member Rate	Total
Early-bird (by Feb. 22)	\$395	\$790	
Hospital Trustee	\$295	n/a	
Standard (after Feb. 22)	\$425	\$825	
Spouse: Name	\$95	\$95	
Student	\$95	\$95	
Associate Member (non-exhibiting) Early bird (by Feb. 22)	\$595	n/a	
Associate Member (non-exhibiting) Standard (after Feb. 22)	\$625	n/a	
Preconference Activity			
Attending CHA Rural Hospital Day at the Capitol (CHA Member Hospital/Health System Members ONLY) [] Yes [] No	\$0	n/a	
Total Payment			\$

Payment Method

PAYMENT OPTIONS: Check Credit Card (VISA, MASTERCARD, AMERICAN EXPRESS ONLY)

CHECKS PAYABLE TO: Colorado Hospital Association, 7335 E. Orchard Road, Greenwood Village, CO 80111

CREDIT CARD INFORMATION: Card Number _____
 Expiration Date _____ CVV Code _____
 Full Name on Card _____

Please email the completed registration form to peggy.mccreary@cha.com by **Friday, Feb. 22, 2019**.