ILLINOIS RURAL HEALTH ASSOCIATION
35th Annual Educational Conference
July 31st-August 1st

Highlights include:

- Tackling Lyme Disease in Illinois
- Federal Rural Health Update
- RHC Best Practices Track
- Healthcare Security & Workplace Violence Prevention
- Increasing Rural Peer Recovery Services

...and much more!

Register at www.ilruralhealth.org • (217) 280-0206
SCHEDULE AT A GLANCE

WEDNESDAY, JULY 31ST
8:30 am to 10:30 am – Exhibitor Set-Up
10:45 am – Attendee Check-In and Exhibitor Visits
Noon – Sit Down Luncheon & Annual Meeting
12:45 pm – Surviving the Perfect Storm:
   How Millennials Must Save Healthcare
   Don Harkey, CEO People Centric Consulting Group
2:00 pm – Concurrent Sessions A
3:00 pm – Concurrent Sessions B
3:45 to 4:00 pm – Break & Exhibitor Visits
4:00 pm – Concurrent Sessions C

THURSDAY, AUGUST 1ST
8:00 to 9:00 am – Exhibitor Visits & Breakfast
9:00-9:30 am – Raffle & Exhibitor Tear Down
9:30 am – Federal Rural Health Update by Keynote Brock Slabach,
   National Rural Health Association COO
10:45 am – Concurrent Sessions D
11:45 am – Concurrent Sessions E
12:30 pm – Box Lunch to Go

All attendees and exhibitors invited to all meals and receptions.

Illinois Rural Health Association
Phone: (217) 280-0206
Fax: (630) 357-3059
www.ilruralhealth.org • staff@ilruralhealth.org
35th Annual Educational Conference  
July 31st-August 1st  
I-Hotel · Champaign, IL  
Register at [www.ilruralhealth.org](http://www.ilruralhealth.org) · Deadline Friday, July 19th!

**Gold Sponsor:** $6,000 - **Umbrella/Tote Bag Sponsor** includes choice of logo on umbrella or tote bag for each participant. Exhibit space, announcement at opening and closing sessions, full page program ad, 10 registrations/10 annual memberships, name on welcoming banner, website/newsletter recognition.

**Silver Sponsor:** $4,000 - **Meal Sponsor** includes signage and announcement at meal, exhibit space, 5 conference registrations/5 annual memberships, full page program ad, and website and newsletter recognition.

**Bronze Sponsor:** $3,000 - **Break Sponsor** includes exhibit space, 3 conference registrations/3 annual memberships, signage at breaks, ½ page program ad, and website/newsletter recognition.

**For-Profit - Exhibitor:** $1,250 - Includes exhibit space and up to 2 registrations, 2 annual memberships, program/website/newsletter recognition.

**Non-Profit Exhibitor:** $900 - Includes exhibit space, 2 registrations, 2 annual memberships and program/website/newsletter recognition.

**Full-Page Program Ad:** $500 (includes one registration/membership)

**Individual Registration-Member:** $220

**Non-Member:** $275 (includes 12-month membership)

**Student:** $50 (currently enrolled in full-time program)
Surviving the Perfect Storm: How Millennials Must Save Healthcare  
Don Harkey, CEO People Centric Consulting Group

2:00 P.M. • Concurrent Sessions A

A-1  
From Rural Health Clinic Regulations to Rural Excellence  
Kate Hill, RN—The Compliance Team

In our discussion, we will explore case studies that highlight common compliance pitfalls and illustrate effective strategies for maintaining certification standards. These real-world examples will provide valuable insights into how Rural Health Clinics (RHCs) can improve their operations while adhering to regulatory requirements. Additionally, we’ll cover how to prepare for unannounced inspections and the documentation processes that can streamline compliance efforts. Our goal is to empower your team with the knowledge and tools necessary to foster a culture of compliance within your clinic.

A-2  
Increasing Access to Peer Recovery in Rural Communities  
Angela Towne, PhD—SIU School of Medicine

SIU School of Medicine’s Certified Peer Recovery Specialist program offers a highly interactive distance learning curriculum accessible to our rural communities. This training meets both State and National requirements to prepare exceptionally trained mental health peer professionals. Learn more about our curriculum, course, and program as well as how your agency and communities might partner with us.

A-3  
Lyme and Tick-borne Disease in Illinois: Surveillance, Symptoms and Public Policy  
Jennifer Russell, CEO and Executive Director—Illinois Lyme Association

Lyme Disease and other tick-borne diseases (TBD) continue to spread quickly across Illinois, both in urban and rural areas. This presentation is intended to help raise awareness of how these diseases currently affect rural Illinois healthcare communities throughout the state, with afflicted patients’ experiencing physical, mental health, and financial challenges. Topic areas to be discussed will include: background information related to the creation of the IL Lyme Association, patient stories, tick surveillance, symptoms/recognition, the testing process, safety, and prevention. Legislative strides and successes that have been made in Illinois along with ongoing action steps being taken will also be shared.
B-1  
Comprehensive Chronic Care Management Implementation  
*Jim Surek, Masters International Management, COO*  
*SAVVR Group*

Chronic Care Management (CCM) was created by the Centers for Medicare & Medicaid Services (CMS) to address the increasing need for comprehensive care coordination for patients with multiple chronic conditions, especially in rural areas. Rural hospitals face unique challenges, including limited resources and patient access to care. CCM provides financial incentives to these hospitals, encouraging them to offer continuous, proactive management of chronic illnesses. This initiative enhances clinical outcomes by reducing hospital readmissions and emergency visits, thus improving patient quality of life. By supporting better care coordination, CCM helps rural hospitals optimize resources and deliver high-value, patient-centered care.

B-2  
Medicine Donation: Improving Patient Access & Patient Outcomes  
*Luke Denison, Partnership and Outreach Manager*  
*SIRUM*

Every year, nearly $11 billion worth of medicine goes unused while millions of patients struggle with costs that are too high. In 2022, to help rectify this, Illinois passed a law that allows for surplus medicine to be donated to patients in need. Hospitals, clinics, and pharmacies across the state can both donate and receive medications from other community organizations, then use those donations to improve outcomes for low-income, uninsured, and underinsured patients. Together, we will explore how to set up a donation program, including what types of medications are eligible and cost savings for you and your patients.

B-3  
Revolutionizing Rural Mental Wellness: Bridging the Gap between Policy and Reality  
*Renee Schulte, MA, LMHC*  
*Rural Policy Partners*

This session will shed light on the pressing challenges faced by rural, remote, and frontier America in addressing behavioral health issues. Through engaging discussions and expert insights, we will explore the unique hurdles in system readiness, workforce development, and care coordination. Also, the session will uncover the discrepancies between well-intentioned policies and their implementation and identify potential solutions.
C-1
Best Practices in HD’s and RHC’s Care Coordination
Kristen Ogden, RN - Director of Quality Improvement
The Compliance Team

With the recent expansion of the CCM billing code for RHC’s, the possibilities are incredible for both patients and clinics. Patient-Centered 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. Listen in as Kristen shares her journey full of errors and successes leading to a CCM program that saw improvements in patient outcomes as well as financial benefits in the clinics where she served.

C-2
Healthcare Security and Workplace Violence
Gary Washburn, Owner
Blue Line Solutions LLC

We will explore the specific challenges facing Rural Health Clinics (RHCs) and other rural practices, and how CCM might address these challenges through additional remote care, transportation services, and SDOH support. We’ll dive into specific reimbursement rates for traditional practices and RHCs in Illinois, how those rates differ, and the billing codes used by traditional practices and RHCs. Ultimately, this presentation will demonstrate why many healthcare practices use CCM to provide patients with coordinated care and empower them to take control of their health.

C-3
Understanding and Addressing the Impact and Stigma of Substance Abuse Disorder in Rural Communities
David King, Community Outreach Manager
Carle Health

Increasing access to care and improving healthcare outcomes in a cost-efficient manner are primary concerns for rural healthcare entities. These challenges are compounded by the impact of stigma when delivering substance use disorder services in rural locations. Understanding the dynamic of stigma and its effect on access, care delivery and resource development is paramount in addressing substance use disorder treatment needs and challenges in rural communities. Beneficial solutions and resources exist to address stigma in rural healthcare settings while also meeting community needs. This session will explore how these compatible goals can be accomplished in an integrated fashion.
Special Thanks to
Our Evening Reception Sponsors
IRHA 35th Annual Educational Conference

Evening Networking Reception

Complimentary Dinner & Drinks

Trivia Contest
THURSDAY, AUGUST 1ST

8:00 to 9:00 am – Vendor Visits & Breakfast
9:00-9:30 am – Raffle Drawing & Vendor Tear Down
9:30 am – Federal Rural Health Update by Keynote Brock Slabach
National Rural Health Association COO

10:45 A.M. • Concurrent Sessions D

D-1
RHC Management: Importance of Proper Benchmarking Techniques
Charles James, CEO of North American Healthcare Management Services

Clinic financial performance needs to be carefully monitored to ensure successful RHC operations. We will review common financial benchmarks by which to assess clinic performance. We will discuss best practices for fee schedule development, clinic revenue cycle workflows, and financial risk mitigation. We will review factors that affect financial benchmarks, which monthly reports and financial indicators are critical to monitor. RHC Coding, Billing, and Benchmarking have evolved. We will show how to innovate patient care and increase RHC financial performance.

D-2
Suicide: The Missed Diagnosis
Sandy Garcia, MBA, BSN, RN, Associate V.P. President Regulatory Affairs and Behavioral Health & Richard Salomone, Senior Consultant of Regulatory Affairs and Behavioral Health, Ovation Healthcare

Many people have experienced a close friend or relative committing suicide and will say “I didn’t know”. Research suggests almost half of the individuals who committed suicide had some involvement with healthcare organizations 4 weeks prior to their death, but only 8% of organizations are compliant with implementing evidenced-based interventions. We will 1) discuss how providers can become better compliant with regulatory standards to include evidence based interventions to properly screen, evaluate and minimize hazards in the environment 2) create a robust discharge process so patient can get needed resources and support and 3) improve communication among caregivers, loved ones and healthcare professionals.

D-3
Enhancing Access to Oral Medicine in Rural Areas: A Pathway to Comprehensive Healthcare
Andres Davila, DMD, MSOB of Southern Illinois University School of Dental Medicine

This presentation highlights the urgent need for increased access to Oral Medicine in rural communities, where barriers significantly hinder the early diagnosis and management of complex orofacial disorders. As the 11th recognized dental specialty, Oral Medicine plays a pivotal role in diagnosing and treating conditions ranging from mucosal diseases to complications from cancer treatments. Addressing the healthcare disparity through telemedicine and interdisciplinary collaborations, we explore innovative strategies to improve rural healthcare delivery. Our advocacy for integrated models aims to bring specialized oral healthcare to underserved areas, enhancing outcomes and quality of life.
Remote Patient Monitoring Opportunities in Rural Communities
Dr. Xiaoxu, CEO and Founder
KangarooHealth

This session covers Remote Patient Monitoring, Therapeutic Monitoring and Chronic Care Management. We will discuss changes to Medicare that enable this for RHCs and how to implement a program successfully, including how to educate staff on the process, which patients can benefit most, and address common concerns about logistics, scaling and compliance.

Cybersecurity - A Modern Day Pipe Dream
Dan Ogle, Cybersecurity and Information Assurance
Panacea Smart Solutions, LLC

In our presentation, "Cybersecurity - A Modern Day Pipe Dream," we delve into the intricate web of products, services, compliance, and education that define the modern cybersecurity landscape. Yet, amidst this complexity, we shift the focus towards Cyber Resilience. We argue that true security lies not merely in prevention, but in an organization’s ability to recover and adapt to threats, emphasizing the critical need for resilience in the face of ever-evolving cyber challenges.

Incorporating PharmD Services as a Team-Based Approach to Primary Rural Care
Lynn Rheinecker, PharmD, BCIDP, BCPS Assistant Professor of Clinical Family and Community Medicine
Southern Illinois University School of Medicine

Because of the desert of specialists and subspecialists noticed in rural areas, it is important to utilize all members of the healthcare team in an interdisciplinary approach to meet patient goals. As a clinical pharmacist in rural Southern Illinois, I've piloted a PharmD clinic to work in collaboration with the primary care providers at SIU Family Medicine to meet patient goals. During this talk, I will give several examples that benefited from this team-based approach.

12:30 P.M. - Conclusion of Conference – Box Lunch to Go
Special Thanks to
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SIU School of Medicine
Join us for the Illinois Rural Health Association 35th Annual Educational Conference.

July 31 - August 1

I-Hotel in Champaign

Register online: www.Ilruralhealth.org

(217) 280-0206

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