



# Rural Health Symposium CAH State Network Council Meeting

June 16-17, 2015

[Click Here to Register Online](#)

Bluemont Hotel  
1212 Bluemont Ave.  
Manhattan, KS 66502

## SPONSORS



This meeting was partially funded by the Kansas Medicare Rural Hospital Flexibility Program (Grant No. H54RH00009) awarded to the Kansas Department of Health and Environment from the Federal Office of Rural Health Policy, Health Resources and Services Administration.

# agenda

## Tuesday - June 16

- Noon                      **Registration**
- 1:00 p.m.                **Moving from Ordinary to Extraordinary: What is the Difference?**  
Andrew McCrea, McCrea Multi Media
- 2:00 p.m.                **Legislative Update**  
Kansas Hospital Association Staff
- 2:30 p.m.                **Break**
- 2:45 p.m.                **Value Based Care Delivery - Local Markets Still Rule the Day**  
Brian J. Silverstein, MD, HC Wisdom
- 4:15 p.m.                **Kansas Flex Program Updates**  
Sara Roberts, Kansas Department of Health and Environment  
Jennifer Findley, Kansas Hospital Association
- 5:00 p.m.                **KHERF Bowling Bash**  
(separate registration required)

## Wednesday - June 17

- 8:00 a.m.                **Breakfast**
- 9:00 a.m.                **Affiliations: How and Why You Might Want to Hook Up**  
Maureen Swan, MedTrend, Inc.
- 10:30 a.m.              **Break**
- 10:45 a.m.              **Affiliation Activities in Kansas**  
Panel discussion moderated by Maureen Swan
- 12:00 p.m.              **Lunch**
- 12:45 p.m.              **Adjourn**
- 1:00 p.m.                **Tour Flint Hills Discovery Center**  
(optional activity)

### Hotel Accommodations

Bluemont Hotel — (785) 473-7091

KHA Rate — \$109, plus tax (includes guest room internet and breakfast)

Cut-off Date — May 27

Ask for the KHA room block to receive the special rate.



## Moving from Ordinary to Extraordinary

What do extraordinary hospitals do that ordinary ones do not? During this session, Andrew McCrea shares with you the keys that will help transform your hospital to one of extraordinary care and your region to a “healthy community” that will impact lives for generations to come. Since 1996 Andrew McCrea has traveled the nation, producing the “American Countryside” features that are heard each day on radio stations coast-to-coast. His daily syndicated broadcasts and thousands of radio interviews from across the nation, provide unique insights into leadership and success. He continues to manage and work on his family’s 3,500 acre ranch in northwest Missouri. He believes in building strong communities. He is the past chairman of the Heartland Foundation, a group that promotes the “healthy communities” concept of raising the quality of life in rural and urban areas. He is the author of four books. All of his publications are insightful books about life and leadership based on the interesting stories featured on the radio program.



## Value Based Care Delivery - Local Markets Still Rule the Day

**The title ‘volume to value’ has become a hallmark of just about every health care discussion today.** While the strategy is something that we can understand, the challenge is delivering on the promise of moving from volume to value. If we are able to see the current and desired state, why is the transition so challenging? This session will explore the specific local market factors that can impact strategy and lead to re-framing what your own realistic market opportunity. We will also outline key operational elements of organizations that are delivering value based care and how you can learn from them to both improve the care for a population and reduce the total cost. We will also explore the challenges for a volume based health care system to adopt these practices and discuss a realistic path forward. Silverstein was named one of the “10 people to know in the World of ACOs” in 2010. He has population health operational experience as a former senior vice president at CareFirst BlueCross Blue Shield where he ran one of the country’s largest primary care ACO/PCMH program. Silverstein received his M.D. from the University Of Chicago Pritzker School Of Medicine.



## System Affiliations: How and Why You Might Want to Hook Up

Community hospital independence is increasingly difficult to maintain in a world with declining reimbursements and growing regulations from health care reform. During this session, Maureen Swan will highlight the trends of system affiliations, along with practical learnings on the what, why and how of approaching an affiliation decision. She will offer practical insight to potential deals and provide a set of steps to ensure success in the evaluation process. Swan is the president of MedTrend, Inc., a firm she founded in 1998 that specializes in strategic planning and analysis for the health care industry. She has over 25 years of sales, marketing, and strategic planning management experience. Prior to her eleven years with MedTrend, Maureen was Vice President, Marketing Operations and Strategic Analysis for Allina Health System. Prior to joining Allina, Maureen held positions with Abbott Northwestern Hospital, HealthPartners, IBM, and Eastman Kodak.



After the Rural Health Symposium, join the Kansas Hospital Association on Wednesday, June 17 for an afternoon of fun at The Flint Hills Discovery Center. At The Flint Hills Discovery Center you can uncover the magnificence and mystery of the Flint Hills, the last major stand of the tallgrass prairie. The center will captivate your entire family with interactive and interpretive exhibits. Please select this option on your registration if you are wanting to attend with KHA.

**Continuing Education** The Kansas Hospital Association is approved as a provider of continuing nursing education by the Kansas State Board of Nursing (Provider No. LT 0031-0116). This program is approved for a total of 7.5 contact hours applicable for RN and LPN relicensure. Continuing nursing education certificates will be distributed at the end of the seminar to all paid attendees.

# REGISTRATION

## 2015 Rural Health Symposium

**Registration** The registration fee for Kansas Hospital Association members is \$130 per person. The registration fee for non-members is \$260. Fees include continental breakfast, lunch on June 17, refreshments and program materials.

**Refund Policy** (This policy applies to all cancellations received in any manner, including mail, telephone or fax.) A full refund will be given for cancellations received by KHA prior to 5:00 p.m., June 11 (registrations may be transferred to another individual). No refund will be given for cancellations received after 5:00 p.m., June 11.

### Three Easy Ways to Register

**Online** – <https://registration.kha-net.org> (Visa, MasterCard or American Express are accepted.)

**Fax** – your registration and credit card payment information to (785) 233-6955.

**Mail** – your registration and payment to: Kansas Hospital Association, 215 S.E. 8th Ave., Topeka, Kansas 66603-3906.

I will attend the following program(s):

- Rural Health Symposium       Lunch, June 17 (no additional charge)
- Flint Hills Discovery Center Tour (\$20 person)

**Nurses: Please list your name as it appears on your nursing license.**

Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Organization Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Telephone No.: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Nursing Continuing Education (information required for RN/LPN):**

Nursing License Number: \_\_\_\_\_

Please check method of payment:

- Check Enclosed. (Make check payable to KHA.)
- Visa       MasterCard       American Express

Credit Card Acct. #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

#### Registration Fees:

\$130	KHA Members
\$260	Non-members
\$20	Flint Hills Discovery Center Tour

Cardholder's Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_



June 16, 2015

5-7 p.m.

K-State Student Union

Manhattan, KS

*Proceeds Benefit the KHERF  
Leadership Fund*

**Entry Fee: \$50 per person**

Fee includes: two games of bowling or pool, shoe rental, pool tables, dinner and two drink tickets.



Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_ Email: \_\_\_\_\_

I want to bowl

I want to play pool

I want to eat and watch others play



**Fax** - your registration and check made payable to **KHERF** to (785) 233-6955

**Mail** - your registration and payment to: Kansas Hospital Association, 215 S.E. 8th Ave.,



The KHERF Leadership Fund provides funding for projects that improve access, quality and the value of health care for all Kansans. There is a focus on projects that support effective leadership, shared knowledge and innovation.