



2019 MARYLAND RURAL HEALTH CONFERENCE

DRIVING RURAL COMMUNITIES TOWARDS EQUITY, PREVENTION, AND
PERSONALIZED HEALTH CARE

OCTOBER 20-22, 2019
HARBORSIDE HOTEL - OXON HILL



www.MDRuralHealth.org
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Pre-Conference

Sunday, October 20th

Innovations in Chronic Disease Management

01:00 pm – 01:30 pm **Part I – Taking an Innovative Idea to a Funded Project**

- ◆ This interactive session will provide an overview of the strategy Dr. Carter, Ms. Werrell, and Dr. Thomas use to grow innovative ideas into funded projects. Both Dr. Carter and Ms. Werrell began this work in their respective Health Enterprise Zones (HEZ). Lessons learned from these smaller projects informed the development of PreventionLink.

Ernest L. Carter, MD, PhD, Acting Health Officer, PGCHD and Principal Investigator, PreventionLink

Lori Werrell, MPH, MCHES, Regional Director, Population and Community Health, MedStar St Mary's Hospital & MedStar Southern Maryland Hospital Center and Co-Principal Investigator, PreventionLink

Laurine Thomas, PhD, Independent Health Services Research & Evaluation Consultant, Lead Process Evaluator, PreventionLink

01:30 pm – 02:00 pm **Part II – Introduction to PreventionLink: A Regional Approach to Chronic Disease Management**

- ◆ Dr. Carter and Ms. Werrell provide an overview of PreventionLink, a \$12 million dollar, 5 year cooperative agreement awarded to the Prince George's County Health Department (PGCHD) by the Centers for Disease Control and Prevention (CDC) for prevention and management of diabetes, heart disease, and stroke in Calvert, Charles, Prince George's, and St. Mary's Counties.

Ernest L. Carter, MD, PhD, Acting Health Officer, PGCHD and Principal Investigator, PreventionLink

Lori Werrell, MPH, MCHES, Regional Director, Population and Community Health, MedStar St Mary's Hospital & MedStar Southern Maryland Hospital Center and Co-Principal Investigator, PreventionLink

02:00 pm – 02:15 pm **Question and Answer Session**

02:15 pm – 02:30 pm **Break**

02:30 pm – 04:00 pm **Part III – Innovations in Chronic Disease Management**

- ◆ PreventionLink partners discuss the project's innovations in chronic disease management:
 - Transforming Practices to Optimize Patient Care**
Karen Shiner, MSHA, CPC, CRC, Director of Physician Services, Health Quality Innovators
 - The Role of Community Health Workers in Chronic Disease Management**
Barbara Banks-Wiggins, MSA, Executive Director, The Prince George's Healthcare Alliance
 - Leveraging the Regional Health Information Exchange (HIE) to Facilitate Communication Between Clinical and Non-Clinical Providers of Chronic Disease Management Services**
Brandon Neiswender, MBA, Vice President and Chief Operating Officer, Chesapeake Regional Information System for our Patients (CRISP)
 - Pharmacists as a Key Part of the Chronic Disease Care Team**
Sade Osoimehin, BPharm, PharmD, BCACP, Director of Operations, P3 eHealth Center, University of Maryland School of Pharmacy

Networking Reception: Sunday, October 20th

05:00 pm – 06:30 pm **Light Hors d'oeuvres and Cash Bar**

2019 Maryland Rural Health Conference Agenda

Day One: Monday, October 21st

07:30 am – 08:15 am **Registration and Breakfast**

08:15 am – 08:30 am **Welcome and Breakfast**

Susan Stewart, MRHA Board President & Executive Director, AHEC West
Lara Wilson, Executive Director, MRHA

08:30 am – 09:00 am **Opening Keynote Address**

Rethinking Rural Health: Overview of CMS Rural Health Strategy
Cara V. James, PhD
Director, Office of Minority Health & Co-Chair, Rural Health Council
Centers for Medicare and Medicaid Services

09:00 am – 09:20 am **Morning Break | Visit Vendors**

09:20 am – 10:20 am **Breakout Sessions 1**

Session 1: Sky Room	Session 2: Atrium Room	Session 3: Annex Room
<p><u>Panel: Telehealth Implementation Best Practices and Real World Use in Rural Health Care</u></p> <ul style="list-style-type: none"> Rachel Blades, BA, Telehealth Coordinator, Peninsula Regional Health System Justine Springer, MPH, Program Manager, Maryland Health Care Commission James Trumble, MD, MBA, CHCQM, Vice President of Clinical Integration, Peninsula Regional Health System 	<p><u>Panel: Opportunities and Strategies to Expand the CHW Workforce to Improve Health in Rural Maryland</u></p> <ul style="list-style-type: none"> Abby Charles, Senior Program Manager, Institute for Public Health Innovation Patricia Smith, RN, BSN-BC, Manager WATCH Team, University of Maryland Upper Chesapeake - Healthy Harford/Healthy Cecil 	<p><u>Health Literacy on the Ground – Case Examples of Community-Driven Health Literacy Campaigns</u></p> <ul style="list-style-type: none"> Linda Aldoory, PhD., Associate Dean for Research and Programming, Professor of Communication, University of Maryland

10:20 am – 10:40 am **Break | Visit Vendors**

10:40 am – 11:40 am **Breakout Sessions 2**

Session 1: Sky Room	Session 2: Atrium Room	Session 3: Annex Room
<p><u>Panel: Treatment of Opioid Use Disorders Through Mobile Treatment and Overdose Prevention Strategies</u></p> <ul style="list-style-type: none"> Lori Cichocki-Leonardi, Opioid Overdose Prevention Liaison, Caroline County Health Department Kelly Coble, LCSW-C, Program Director, Maryland Addiction Consultation Service Scott Leroy, MPH, Health Officer, Caroline County Health Department Alexander Pappas, MD Visiting Assistant Professor UM School of Medicine 	<p><u>Panel: School-Based Health Care Partnerships in Maryland's Rural Communities</u></p> <ul style="list-style-type: none"> Jennifer Barnhart, President, LUMA Health Consulting Barbara Brookmeyer, MD, MPH, Health Officer, Frederick County Health Department Lori Brewster, MS, APRN/BC, LCADC, Health Officer, Wicomico County Health Department Mark Luckner, Executive Director, Maryland Community Health Resources Commission 	<p><u>Panel: The Effectiveness of Both Pre-diabetes and Diabetes in Two Rural Communities in Maryland</u></p> <ul style="list-style-type: none"> Olubukola Alonge, MD, MPH, Program Administrative Specialist, Minority Health and Health Disparities, MDH Ashyrra Dotson, President and CEO, Eastern Shore Wellness Solutions, Inc. Nathaniel Scroggins, Director, Minority Outreach Coalition

11:40 pm – 12:00 pm **Break | Visit Vendors**

12:00 pm - 01:00 pm **Lunch and Learn: Census 2020: Be Counted!**

Ashley Roush, Partnership Specialists, *US Census Bureau*

01:00 pm – 01:20 pm **Presentation by United States Senator Chris Van Hollen**

01:20 pm – 01:40 pm **Break | Visit Vendors**

01:40 pm – 02:40 pm **Breakout Session 3**

Session 1: Sky Room	Session 2: Atrium Room	Session 3: Annex Room
<p><u>Panel: Progress of the Total Cost of Care Model and Where We Go Next: What it Means for Improving Care in Rural Maryland</u></p> <ul style="list-style-type: none">Jennifer Witten, Vice President of Government Relations, <i>Maryland Hospital Association</i>Tequila Terry, Deputy Director, <i>Maryland Health Services Cost Review Commission</i>	<p><u>Panel: Wheels 2 Wellness – Coordinating Human Service Providers with Case Managers to Provide Non-Emergency Medical Transportation for Patients</u></p> <ul style="list-style-type: none">John Hartline, Executive Director, <i>Tri-County Council for Southern Maryland</i>Yolanda Hipski, Project Manager, <i>Tri-County Council for Southern Maryland</i>Jackson Steger, <i>Roundtrip</i>Mike Walbert, Mobility Manager, <i>Wheels to Wellness</i>Brenda Wolcott, Operations Specialist, <i>MedStar St. Mary's Hospital</i>	<p><u>Collaboration and Avoiding Duplication of Efforts in Multi-Coalition Work Around Substance Use, Especially Among Youth</u></p> <ul style="list-style-type: none">Virgil Boysaw, Jr., MPA, Drug Free Cecil Coordinator, <i>Cecil County Health Department</i>Beth Creek, Executive Director, <i>Youth Empowerment Source</i> and Co-Chair of <i>Drug Free Cecil</i>

02:40 pm – 02:50 pm **Afternoon Break | Visit Vendors**

02:50 pm – 03:50 pm **Breakout Session 4**

Session 1: Sky Room	Session 2: Atrium Room	Session 3: Annex Room
<p><u>Panel: Business Case for CHW's in Rural Maryland – Role in MD's Total Cost of Care Model and Addressing Chronic Disease</u></p> <ul style="list-style-type: none">Kimberly Hiner, MPH, Program Administrator, MDHKrystal Billups, MPH, Chief Operating Officer, <i>Mosiac Group</i>Howard Haft, MD, MMM, CPE, FACPE, Executive Director, MDPCP, MDHAshyrra Dotson, President and CEO, <i>Eastern Shore Wellness Solutions, Inc.</i>,	<p><u>Rural Carrier Benefit Plan Panel: Care Coordination and Provider Engagement to Improve Care for Rural Communities At-Risk for Opioid Abuse and Addiction</u></p> <ul style="list-style-type: none">Cameron Demi, BBA, Director of Insurance Programs, <i>National Rural Letter Carriers' Assoc.</i>Ted Borgstadt, BA, CEO and Co -Founder, <i>TrestleTree, LLC</i>Terry Flander, DO, Consultant Medical Director, <i>Rural Carrier Benefit Plan</i>Donna Dugan, PhD, MS, Vice President, <i>Discern Health</i>	<p><u>Panel: Worcester County's Homeless Outreach Team (HOT Team): Addressing Rural Homelessness Through Inter-Agency Mobile Outreach</u></p> <ul style="list-style-type: none">Sara Howell, Case Manager, <i>Worcester County Health Department</i>Lieutenant Dennis Eade, <i>Ocean City Police Department</i>

03:50 pm – 04:00 pm **Break | Visit Vendors**

04:00 pm – 04:30 pm **Closing Keynote Address:** Frances B. Phillips RN, MHA

Deputy Secretary for Public Health Services
Maryland Department of Health

04:30 pm – 05:30 pm **Legislative Panel**

Moderators: Senator Mac Middleton, *Charles County* & Mark Luckner, *Executive Director, Community Health Resources Commission*

- ◆ Senator Adelaide C. Eckardt, *Caroline, Dorchester, Talbot & Wicomico Counties*
- ◆ Senator Brian J. Feldman, *Montgomery County, Vice Chair, Finance Committee*
- ◆ Delegate Mike McKay, *Allegany and Washington Counties*
- ◆ Additional Delegates TBD

05:30 pm – 06:15 pm **Break | Visit Vendors**

06:15 pm – 08:15 pm **MRHA Annual Association Meeting & Awards Ceremony Dinner
Plated Dinner and Cash Bar**

MRHA Annual Report, Lara Wilson, Executive Director, *MRHA*

Emcee: Andrew Naumann, MRHA Board & Director, Regional Programs, *MIEMSS*

Day Two: Tuesday, October 22nd

07:30 am – 08:30 am **Breakfast and Welcome**

08:30 am – 09:30 am **Breakout Sessions 5**

Session 1: Sky Room	Session 2: Atrium Room	Session 3: Annex Room
<p><u>Panel:</u> <i>Infant Mortality and Race in Rural Maryland: Data, Lessons Learned, and Opportunities</i></p> <ul style="list-style-type: none">• David Mann, MD, PhD, Office of Minority Health and Health Disparities, MDH• Marie Thomas, Assistant Professor, <i>UM School of Public Health</i>• Marian Moser Jones, Associate Professor and Graduate Director, <i>UM School of Public Health</i>• Megan Renfrew, Chief of Government Affairs and Special Projects, <i>MHCC</i>	<p><u>Panel:</u> <i>Strengthening Women's Resilience in Rural Maryland: Prevention, Connection, Education, and Support</i></p> <ul style="list-style-type: none">• SheTiel Coley-Winder, MA, Program Administrator, <i>Healthy Families Harford County, Harford County Health Department</i>• Shelby Graves, MPH, CHES, Health Policy Analyst, <i>Harford County Health Department</i>• Susan Stewart, Executive Director, <i>AHEC West</i>• Jen Thomas, STEP Program Coordinator, <i>AHEC West</i>	<p><i>Save a Shore Farmer – A Campaign to Raise Awareness of the Risk of Suicide in Farming Families</i></p> <ul style="list-style-type: none">• Ronald Piling, <i>Jesse Klump Memorial Fund</i>• Jackie Ward, Health Planner, <i>Worcester County Health Department</i>

09:30 am – 10:00 am **Morning Break | Visit Vendors**

10:00 am – 10:30 am **Keynote Address: *Building Bridges, Caissons, Cables and the MDPCP***

Dr. Howard Haft, Executive Director, *Maryland Primary Care Program, MDH*

10:30 am – 12:30 pm/1:30 pm **Concurrent Certification Trainings**

Training 1 (2 HOURS): Sky	Training 2 (2 HOURS): Atrium	Training 3 (3 HOURS): Annex
<p><u>Training:</u> <i>Skill-Set & Capacity Building for Effective Outcome Evaluations, Pre/Post Grant Award</i></p> <ul style="list-style-type: none">• Shawnta Jackson, MPH, Chief Executive Associate, <i>Cause Engagement Associates, LLC</i>	<p><u>Training:</u> <i>Creating a Workforce to Effectively Advance Mental Health Equity</i></p> <ul style="list-style-type: none">• Tina-Marie Brown, LCSW-C, Deputy Director, <i>Eastern Shore Crisis Response Services</i>	<p><u>Training:</u> <i>SafeTALK – Suicide Alertness for Everyone</i></p> <ul style="list-style-type: none">• Janel Cabbage, MS, LGPC, Director, <i>Suicide Prevention</i>

12:30 pm – 01:00 pm **Boxed Lunches to Go**



Congratulations

to the

2019 Maryland Rural Health Award Winners

Outstanding Rural Health Achievement

Rod Kornrumpf, FACHE

Regional Executive Director of Behavioral Health
UM Upper Chesapeake Health

Presenter: Bari Klein, Executive Director, Healthy Cecil & Healthy Harford

Outstanding Rural Health Advocate

Karen L. Twigg, MSM-HCA, BSN, RN, CMCN

Associate Vice President of Community Health
The Coordinating Center

Presenter: Mark Bittle, Senior Scientist & Program Director, Health Policy and Management, Johns Hopkins Bloomberg School of Public Health

Outstanding Rural Health Practitioner

Dr. Sandra Garbely Kerkovich, DMD

Senior Vice President & Chief Dental Officer
Choptank Community Health

Presenters: Jake Frego, Executive Director & Jennifer Berkman, Deputy Director and Continuing Education Coordinator, Eastern Shore AHEC

Outstanding Rural Health Volunteer

Bob and Stephanie Gray

Devoted activists with the
Mission of Mercy Dental Clinics

Presenter: Catie Wampole, Network Director, AHEC West

Outstanding Rural Health Program

The Queen Anne's County Health Department's Mobile Integrated Community Health Program

Award Accepted by Jared Smith, MICH Program Administrator;

Amy Crooks, MICH Registered Nurse & Zach Yerkie, MICH Lead Paramedic

Presenter: Linda Kohler, Executive Director, Chesapeake Charities

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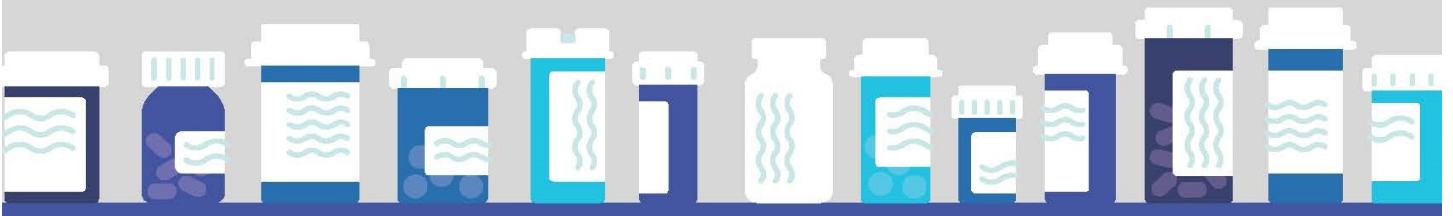
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October 20-22, 2019

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State Office of Rural Health

The State Office of Rural Health's (SORH) mission is to improve the quality of health care for all rural Marylanders by developing strong partnerships; building local resources; promoting relevant state and national rural health policies; and supporting efforts to recruit and retain health care providers in rural areas.

SORH Priorities:

Technical Assistance

Rural Recruitment and Retentions

Data Collection and Dissemination

Coordinating rural health activities

**Congratulations to the Rural Health Award winners for their
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For additional information, please contact:

Sadé Diggs

Coordinator, State Office of Rural Health

Email: sade.diggs@maryland.gov

Phone: 410-767-7141



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Often called **“the invisible epidemic”**, this year we have joined with the national Unmasking Brain Injury Project, to work with the individuals we serve to tell the story of brain injury and put a face on this healthcare crisis. The Unmasking Brain Injury Project asks individuals to tell their stories by creating a mask describing their experiences.

Using your smartphone or tablet in camera mode, scan the QR codes next to the mask to see some of our incredible member stories.

For more stories, visit <http://bit.ly/BIAMDUnmasking20>

BIAMD CELEBRATES THE MARYLAND RURAL HEALTH ASSOCIATION AND ALL OF ITS AMAZING WORK. WE ARE PROUD SPONSORS OF THIS YEAR’S CONFERENCE AND WISH MRHA ALL THE BEST SUCCESS!



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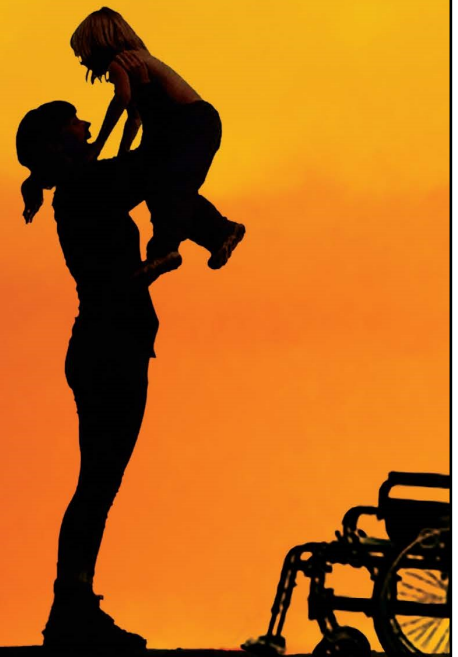
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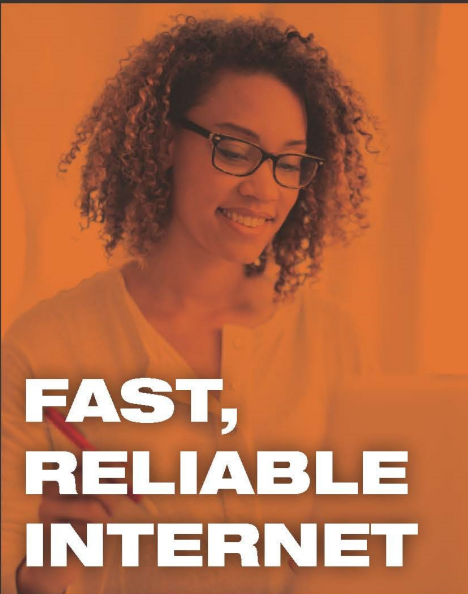


Kennedy Krieger Institute

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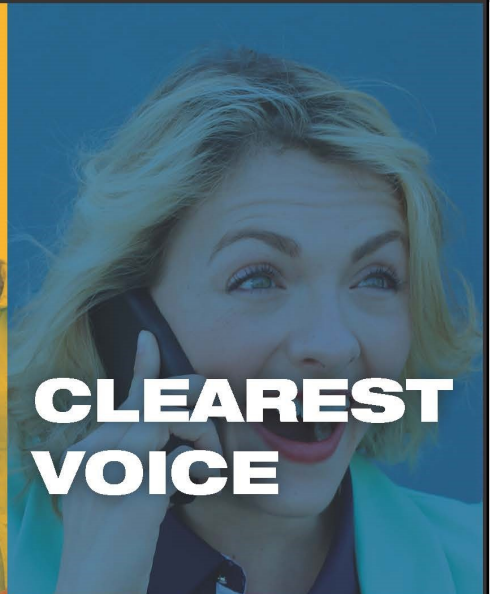
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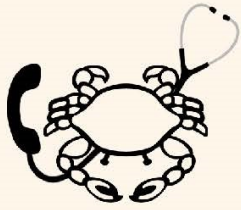
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Funding for this initiative was made possible (in part) by grant no. 6H79T1080816 from SAMHSA. The views expressed in written conference materials or publications and by speakers and moderators do not necessarily reflect the official policies of the Department of Health and Human Services; nor does mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.

Celebrating Maryland's Proud Rural Heritage



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The Rural Maryland Council (RMC) is an independent state agency that is governed by a nonpartisan, 40-member board that includes representation from the federal, state, regional, county and municipal governments, as well as for-profit and nonprofit sectors. Its mission is to identify challenges unique to rural communities and to craft public policy, programmatic or regulatory solutions. RMC serves as the State's federally designated state rural development council and functions as a statewide rural program and policy development and coordination entity.

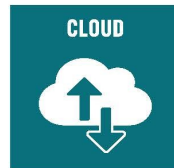
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51% of health systems elected to hold or scale back an IT project or initiative due to a workforce challenge last year.*

*Source: <https://www.himss.org/news/5-key-findings-2019-himss-us-leadership-and-workforce-survey>



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Maryland Health Connection

Maryland Hospital Association

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MD Behavioral Health Integration in Pediatric
Primary Care (BHIPP)

Opioid Response Network - CADCA

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Lara D. Wilson, M.S., Executive Director, larawilson@mdruralhealth.org