

Maryland Rural Health Association presents,
in partnership with the Rural Maryland Council &
the State Office of Rural Health:



Rural Matters - Emerging Health Challenges & Opportunities at Rocky Gap Resort in Western Maryland

Agenda
Thursday, October 21, 2010 — Morning

8:00 to 9:00 a.m. Continental Breakfast

9:00 to 10:00 a.m. Plenary Convening and Welcome
Rodney Glotfelty, President, MRHA, and Garrett County Health Officer

Keynote Presentation: *Why Rural Matters at the Community Level, and Emerging Challenges and Opportunities in Rural Health* by Charles W. Fluharty, President and CEO, Rural Policy Research Institute (RUPRI)

10:00 to 10:45 a.m. Health Care Reform Implications for Rural Areas
Facilitator: Mike Shaw, Executive Director, Calvert Healthcare Solutions, Inc.
Presenters:
-- Bonnie Braun, Ph.D, Endowed Chair and Director, Herschel S. Horowitz Center for Health Literacy, Extension Family Policy Specialist, University of Maryland School of Public Health;
-- Anthea V. Francis, RPh, Director, Section of Inpatient Care Practitioners (SICP) American Society of Health-System Pharmacists.

10:45 to 11:15 a.m. Interim Update on Maryland Telehealth Inventory Survey
Facilitator: Vanessa Orlando, Executive Director, Rural Maryland Council;
Presenter: John Dillman, Executive Director, Upper Shore Regional Council.

11:15 a.m. to Noon — The Obesity Epidemic and Implementing an Effective Public Health Strategy; and Hunger and Health in Rural Maryland
Facilitator: Jake Frego, Executive Director, Eastern Shore AHEC
Presenters:
-- Michael J. Fadden, MD, Choptank Community Health Systems, Inc.;
-- Linda Breland, RN, MPH, Coordinator, Maryland Healthy Weights LLC;
-- Cassandra Kaiser, Nutrition Associate, Maryland Hunger Solutions.

12:15 to 1:15 p.m. — Networking Lunch





Rural Matters Agenda

Thursday, October 21, 2010

Afternoon



1:15 to 2:00 p.m.

Social Marketing Strategies Used to Reach a Rural Population and Overall Uses of Social Media Networking and Facebook to Promote Your Organization

Facilitator: Michelle Clark, Executive Director, Maryland Rural Health Association

Presenters:

- Tammy Finch, Owner, Webtech Services, Inc.;
- Diane Lee, Public Information Officer, Garrett County Health Department;
- Kendra Todd, MPH, Director of Health Education, Garrett County Health Department.

2:00 to 2:45 p.m.

Meeting the Needs of the Rural Workforce Shortage: Updates on New Maryland Nurse Practitioner Legislation; a Rural Hospital's Innovated Solutions to Meeting Shortages; and a Model Interdisciplinary Training Program Integrating Geriatrics

Facilitator: Susan Stewart, Executive Director, Western Maryland AHEC

Presenters:

- Sandi Nettina, MSN, APRN, BC, ANP, Past President, Nurse Practitioner Association of Maryland;
- Bethany Browning, RN, CCRN, Director of Outcome Management, Garrett Memorial Hospital;
- Terri Socha, GAIT Coordinator, Western Maryland Area Health Education Center.

2:45 to 3:00 p.m.

Break with Snack

3:00 to 4:00 p.m.

Improving Access to Maryland Rural Oral Health Services: Data from Statewide Assessment and Models from Eastern and Western Maryland

Facilitator: Susan Stewart, Executive Director, Western Maryland AHEC

Presenters:

- Alice M. Horowitz, PhD, Research Associate Professor, School of Public Health, University of Maryland;
- Cathy Petit, RN, BSN, MBA, Executive Director, Allegany Health Right Inc.;
- Scott Bureson, Executive Vice President, Chester River Hospital;
- David Stewart, Community Chair, Western Maryland Missions of Mercy Dental Clinic;
- Scott Wolpin, DMD, Dental Director, Choptank Community Health Center.

4:00 to 4:30 p.m.

Opportunities for Health Care Services for Small Businesses in Rural Areas

Presenter: Mikal McCartney, Executive Director, Microenterprise Council of Maryland

6:00 to 7:00 p.m.

MRHA 15th Anniversary Celebration Dinner

The Maryland Rural Health Association (MRHA) is a non-profit organization whose mission is to educate and advocate for the optimal health of rural communities and their residents. The MRHA depends on the support of individuals like you. A stronger MRHA with a large and active membership is the best way to ensure quality health care for rural Maryland.

Join us at: mdruralhealth.org/membership.html



Rural Matters Agenda Friday, October 22 Morning



- 7:30 to 9:00 a.m.** **Sit-Down Breakfast and National Rural Health Update**
Facilitator: Marita Novicky, MRHA
Presenter: Maggie Elehwany, JD, Vice President, Governmental Affairs,
National Rural Health Association
- 9:00 to 9:45 a.m.** **Legislative Panel on Rural Health with Maryland General Assembly Members**
Facilitator: Earl Stoner, Washington County Health Officer
--The Honorable George Edwards, Maryland Senate, District 1 (Western);
-- The Honorable E.J. Pipkin, Maryland Senate, District 36 (Upper Shore);
-- The Honorable Addie Eckhardt, House of Delegates, District 37B (Mid Shore);
-- The Honorable Sally Y. Jameson, House of Delegates, District 28 (Southern).
- 9:45 to 10:30 a.m.** **Community Efforts to Support War Veterans: The Rural Picture**
Facilitator: Michelle Clark, Executive Director, MRHA
Presenters:
-- Connie Walker, MEd; CAPT, USN (Ret), President, NAMI, Southern Maryland;
-- Melissa Barber, Western Maryland Rep., Maryland's Commitment to Veterans.
- 10:30 to 11:15 a.m.** **Addressing the Mental Health Needs of Rural Communities: Models from Charles and Worcester County Programs**
Facilitator: Debbie Goeller, Worcester County Health Officer
Presenters:
-- Jennifer M. Shultz, Ph.D., Research Statistician, Planning, Quality, and Core Service Program, Worcester County Health Department;
-- Tracy Tilghman, LCPC, MEd., Mental Health Supervisor, Worcester County Health Department;
-- Krista Conway, R.N., BSN, Clinical Leader, Outpatient Behavioral Health Program, Atlantic General Hospital;
-- Colleen S. Wilburn, MPA, Program Manager, Healthy Families Charles County.
- 11:15 a.m. to Noon** **Expanding Rural Primary Care Medical Training in Maryland: Updates from Two Maryland Primary Care Residency Programs**
Facilitator: Debbie Goeller, Worcester County Health Officer
Presenters:
-- Sallie Rixey MD, Med, Residency Director, Department of Family Medicine, Franklin Square Hospital Center;
-- Yvette Rooks, MD, Assistant Professor, University of Maryland School of Medicine.
- Noon** **Conference Ends. Boxed Lunch To Go.**
- 12:15 to 1:45 p.m.** **Optional Session for Local Health Officers/Designees. (See Next Page)**

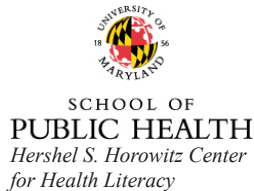
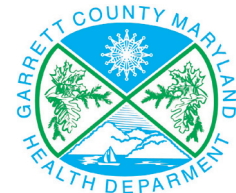
12:15 to 1:45 p.m. — Optional Session for Local Health Officers/Designees.

Facilitated by Michael Meit, Program Area Director, Public Health Systems and Service Research (PHSSR), National Opinion Research Center University of Chicago. This session will allow local Health Officers to discuss NORC's Public Health Accreditation Board (PHAB) and the National Network of Public Health Institutes (NNPHI) Accreditation Projects as well as hear about Mr. Meit's work in PHSSR projects in public health financing and infrastructure development. Health Officers are invited to bring your box lunch and engage in this roundtable discussion.

The Maryland Rural Health Association extends its thanks to the following partners and sponsors for making this conference possible:

Silver sponsors: AARP of Maryland and the Garrett County Health Department

Bronze Sponsors: Calvert Healthcare Solutions CareFirst, Community Health Integrated Partnership, DHMH Center for Maternal Child Health Asthma Program, MARBIDCO, Maryland Hospital Association, Rural Maryland Council, State Office of Rural Health, University of Maryland School of Public Health, and the Western Maryland Area Health Education Center (AHEC).



The Maryland Rural Health Association is a 501(c)3 non-profit organization whose mission is to educate and advocate for the optimal health of rural communities and their residents. For more information about the MRHA and how to become involved, contact



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