

## Rural Maryland Council's

# Rural Health Roundtable

Hosted in partnership with the State Office of Rural Health

**Thank you for coming!**  
**We're glad you're here.**



Over the next day and a half, we will begin developing an action plan to increase the supply of health care providers in rural areas. This goal is the major priority of the *Maryland Rural Health Plan* which was released by the State Office of Rural Health in June 2007.

During the Roundtable we will:

- (Day 1)** Learn about current efforts to address Maryland's health care workforce shortages and associated challenges, with particular emphasis on rural needs;
- (Day 2)** Move into Action Groups to prioritize recommendations most important to rural communities and identify what needs to be done in policy or funding to bring them to fruition.

When we leave on Friday, we will have identified short-term and long-term priorities and a road map for achieving them. We hope you will join the RMC Health Care Working Committee and help us move toward implementation.

## Your Hosts

**The Rural Maryland Council**, an independent state agency, brings together rural leaders, government officials at all levels, and representatives of the non-profit and for-profit sectors to develop public policy solutions to the unique challenges facing rural communities. One of its major roles is to provide public policy leaders with one voice on the issues important to rural Maryland's quality of life. The Council is governed by a non-partisan, 40-member Board and serves as the State Rural Development Council under the National Rural Development Partnership. Collaboration and consensus building are the principals behind everything it does.

**The State Office of Rural Health** works to improve the health of rural Marylanders through collaboration, networking, outreach, education, research, advocacy, and the development of special programs. Its constituency includes local health departments, consumers and stakeholders, lay people and professionals who influence health care delivery and the provision of health-related services. Its constituent base includes local, state, and national governments; health care providers; educators; the economic development and business sectors; community and advocacy groups; non-profit and private organizations; colleges and universities; and others.

The Rural Health Roundtable is made possible by the generous support of our sponsors.

### **Major Sponsors:**

Garrett County Chamber of Commerce, Maryland Hospital Association, and  
Maryland Rural Health Association

### **Sponsors:**

College of Southern Maryland, MARBIDCO, Maryland Community Health System/Community Health Integrated Partnership, Maryland Department of Aging, Maryland Department of Housing & Community Development, Maryland Department of Labor, Licensing & Regulation, Mid-Shore Regional Council, Tri-County Council for the Lower Eastern Shore, and the Tri-County Council for Southern Maryland.

## Rural Maryland Council's

# 2008 Rural Health Roundtable Agenda

Annapolis, Maryland



### Day #1 — Setting the Stage: Thursday, October 2

**9:00 to 10:00 a.m. — Registration**, Networking and Continental Breakfast.

**10:00 to 10:15 a.m. — Welcome.** Charlie Ross, Chairman, Rural Maryland Council.

**10:15 a.m. to 12:15 p.m. — Setting the Stage.** This session will summarize the work and status of the various agencies, task forces and commissions that have been studying health care work force shortages, especially as they relate to rural areas.

**10:15 to 10:45 a.m. — Robert Barish, M.D., University of Maryland School of Medicine: An Overview of Physician Workforce Shortages.** Dr. Barish will discuss the results and reality of the *Maryland Physician Workforce Study* completed by the Maryland Hospital Association and Med Chi in April 2008. Rural shortages will be highlighted.

**10:45 to 11:15 a.m. — Michelle Clark, Program Director, State Office of Rural Health: Implementing the Maryland Rural Health Plan.** Ms. Clark will discuss the priorities identified in the plan, especially the need to address workforce shortages and retention across all health care specialties in rural areas. She will also discuss the Loan Assistance Repayment Program,

**11:15 to 11:45 a.m. — Catherine M. Crowley, Vice President, Maryland Hospital Association: An Overview of Nursing and Allied Health Shortages.** Dr. Crowley will provide an overview of the activities of the Maryland Health Care Workforce Shortage Committee and the Governor's Workforce Investment Board. She will also discuss nursing recruitment and retention initiatives as well as the *Who Will Care?* plan.

**11:45 a.m. to 12:15 p.m. — Ben Steffen, Director for Analysis and Information Services, Maryland Health Care Commission: An Overview of State Initiatives and Programs.** Mr. Steffen will review the work of the Governor's Task Force on Health Care Access and Reimbursement and the Maryland Health Care Commission.

**12:15 to 1:30 p.m. Lunch — Senator Thomas "Mac" Middleton: The Recommendations of the Task Force to Review Physician Shortages in Rural Areas.** Senator Middleton chairs the task force created by a bill he introduced in the 2008 General Assembly session. He is a strong and effective leader on many rural issues.

**1:30 to 3:45 p.m. — Grow Your Own: How to Create a Pipeline of Health Care Professionals.** This session will describe how other states and systems have implemented Grow Your Own programs. **Presenters:** April Vestal, Associate Director, Site Liaison for the West Virginia Rural Health Education Partnership; John R. Wheat, M.D., Professor, College of Community and Health Sciences, Department of Community and Rural Medicine, University of Alabama School of Medicine. **Moderator:** Susan Stewart, Executive Director, Western Maryland Area Health Education Center.

**3:45 to 4:00 p.m. -- Break.**

**4:00 to 4:45 p.m. -- Telehealth as a Solution to Connect Rural Maryland.** This session will highlight pilot projects that connect urban medical specialists to other areas and what it takes to expand and sustain telehealth within Maryland. **Speakers:** Eric Aldrich, M.D., Assistant Professor of Neurology and Physical Medicine & Rehabilitation, Johns Hopkins University and Chairman of the Maryland Stroke Association; Michael Franklin, President and CEO, Atlantic General Hospital Corporation; Brian Grady M.D., Director, Telemental Health, University of Maryland School of Medicine.

**4:45 to 5:00 p.m. – Action Planning.** Participants will preview work to be done on Day 2. **Facilitator:** Annie Kronk, Ph.D.

*End of Day One. Dinner on your own.*

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**2008 Rural Health Roundtable Agenda**  
Annapolis, Maryland



**Day #2 — Developing An Action Plan: Friday, October 3**

**8:00 to 8:30 a.m. — Continental Breakfast and Networking**

**8:30 to 9:30 a.m. — Opportunities for Implementing a Stronger Grow Your Own Model in Maryland.**

This session will identify what components of a Grow Your Own Model are already working well in Maryland, as well as some of the gaps in the current health care workforce pipeline. The session will also identify the opportunities available for strengthening the health care workforce pipeline and the common denominators of success in Maryland, Alabama, and West Virginia.

**Presenters:** Michelle Clark, State Office of Rural Health, and Susan Stewart, Western Maryland AHEC.

**9:30 to 9:45 a.m. — Developing an Action Plan.** Participants will break into three Action Groups to deliberate on a series of recommendations and determine which are the most important to pursue over the short- and long-term. **Facilitator:** Annie Kronk.

**9:45 to 11:00 a.m. — Action Group Meetings.**

**Action Group 1: Grow Your Own — Room 110.** Facilitator: Susan Stewart

**Action Group 2: Recruitment and Retention (Other than Grow Your Own) — Room 112.** Facilitator: Michelle Clark.

**Action Group 3: Telehealth and E-Care Initiatives — Room 114.** Facilitator: Charlie Ross.

**11:00 a.m. to Noon — Action Group Reports followed by Group Discussion and Next Steps.**

**Noon — Lunch** and General Networking.

*Roundtable ends. Thank you again for coming! We'll be in touch.*



## Speaker Biographies

**Eric Aldrich, M.D., Assistant Professor of Neurology and Physical Medicine & Rehabilitation, Johns Hopkins Departments of Neurology and Neurosurgery.** Dr. Aldrich attended medical and graduate school at George Washington University Medical Center, followed by a residency in neurology at The Johns Hopkins Hospital. He received further fellowship training in neuro rehabilitation and stroke at UCLA Medical Center, and subsequently became a member of the UCLA Stroke Center. He returned to Johns Hopkins to help create and develop the stroke service, and currently serves as its medical director. His current research interests include acute stroke interventions, secondary stroke prevention and stroke health care policy and medical economics.

**Robert A. Barish, M.D, Vice Dean for Clinical Affairs, University of Maryland School of Medicine.** Dr. Barish received his medical degree from New York Medical College and, after interning at Saint Vincent's Hospital and Medical Center in New York, he traveled to the border of Cambodia and Somalia to provide medical care in refugee camps. He came to the Baltimore/Washington area to enter the emergency medicine residency program sponsored by Georgetown University Medical Center, George Washington University Medical Center and the Maryland Institute for Emergency Medical Services Systems. Dr. Barish later served as the University of Maryland's Director of Emergency Medical Services and Chief of Emergency Medicine.

**Michelle G. Clark, M.P.H., M.S.W., Project Director, State Office of Rural Health, Family Health Administration, Maryland Department of Health and Mental Hygiene.** Michelle joined the State Office in 2007 after serving with the University of Maryland School of Medicine

where she worked on the state's System of Care Implementation within children's mental health.

**Catherine M. Crowley, R.N., M.B.A., Ed.D., Vice President, Maryland Hospital Association.** Dr. Crowley works with hospitals, schools and government agencies to develop strategies to recruit and retain health care workers. She is a leader in several initiatives to expand the state's capacity for nursing education. These include development of Clinical Assignments for Healthcare Students, a Web-based system for helping hospitals and schools communicate about student clinical placements; *Who Will Care? The Case for Doubling the Number of RNs Educated in Maryland*, and the Maryland team selected to participate in the national Nursing Capacity Summit.

**Michael Franklin, FACHE, President and CEO, Atlantic General Hospital Corporation.** Mr Franklin has more than twenty years of health care leadership experience and is a Fellow of the American College of Healthcare Executives. He holds a B.S. in Health Sciences from Old Dominion University in Norfolk, Virginia and a M. S. in Health Administration from the Virginia Commonwealth University-Medical College of Virginia. Mr. Franklin serves on the board of directors for Maryland eCare as one of the founding members. He currently lives in Worcester County with his wife and two children.

**Brian Grady M.D., Director, Telemental Health, University of Maryland School of Medicine.** Dr Grady, a graduate of the U.S. Naval Academy, received his medical degree from the Uniformed Services

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## Speaker Biographies Continued

University in Bethesda. While in the Navy, he established circuit riding and telemental health technologies to provide psychiatric services to rural military clinics in Maryland, Virginia, Pennsylvania, Maine and New Hampshire. After he retired in 2005, he became Clinical Director for TeleBehavioral Health for the Sheppard Pratt Health System, providing telepsychiatry services to Worcester County. He joined the University of Maryland in 2007 as Director of Telemental Health

**Annie Kronk, Ph.D.** spent nearly two decades with the Johns Hopkins Institutions, where she managed Hopkins' government affairs program and served as its registered lobbyist in Annapolis. Now retired, she occasionally teaches courses in politics and policy, and regularly consults with higher education organizations and others on educational and rural health policy issues. She served two terms on the Rural Maryland Council Board and is the former Chair of the RMC Health Care Working Committee. In 2005, she was awarded the Rural Volunteer of the Year Award for her leadership and dedication on behalf of rural Maryland.

**Ben Steffen, Director for Analysis and Information Services, Maryland Health Care Commission.** Mr. Steffen develops and manages the Commission's analyses of physician quality and payment issues, insurance coverage, and total health care spending. He directs the collection of insurance claims from private insurance carriers in the state and manages the Maryland Trauma Physician Services Fund, which finances uncompensated care losses, hospital trauma on-call payments, and hospital trauma equipment acquisitions for the 12 hospitals of the Maryland Trauma System. Before joining the Commission, Mr. Steffen was a program manager in the Computer Sciences Corporation's health care policy and systems consulting practice

**Senator Thomas McLain 'Mac' Middleton** - Elected to the Maryland Senate in 1995 from Charles County, Senator Middleton chairs the Senate Finance Committee and the Task Force to Review Physician Shortages in Rural Areas, which was created by a bill he introduced in 2008. He is also a member of the Task Force on Health Care Access and Reimbursement. Prior to being elected to the Senate, he served as president of the Charles

County Commission. Senator Middleton is the owner and operator of Cedar Hill Farm near Waldorf and sits on the Board of Trustees of Civita Medical Center. He was awarded the Outstanding Rural Legislator Award from the Rural Maryland Council in 2000.

**Susan Stewart, Executive Director, Western Maryland Area Health Education Center.** Ms. Stewart oversees a variety of programs geared toward the recruitment, retention, and continuing education of health professionals in underserved and Health Professional Shortage Areas. She is a working committee member of the Maryland Rural Health Plan Steering Committee, the Home Care and Hospice Professional Advisory Committee of the Western Maryland Health System Joint Hospital Board of Directors, and the Allegany County Access to Care workgroup.

**April L. Vestal, M.P.H., Associate Director, West Virginia Rural Health Education Partnerships Program.** The WVRHEP is a statewide initiative that trains health profession students from West Virginia University, Marshall University and the West Virginia School of Osteopathic Medicine. This program places health profession students in rural underserved communities for a portion of their training and serves 54 of 55 counties. Ms. Vestal served as Site Coordinator in the program for 8 years and for the last nine years has served as the Associate Director. She also holds a B.S. in Organizational Management and Development from Bluefield College and a M.P.H. from West Virginia University.

**John R. Wheat, M.D., M.P.H., Professor, College of Community and Health Sciences, Department of Community and Rural Medicine, University of Alabama School of Medicine.** Dr. Wheat oversees the Rural Health Scholars Program, Minority Rural Health Pipeline Program and the Rural Medical Scholars Program and teaches Rural/Community Medicine in the third year of medical school. Dr. Wheat's academic interests revolve around vulnerable and underserved rural populations, e.g., prevention in agricultural medicine, insurance and health care systems for uninsured rural children, and educational and community developments needed for rural practice. He was named the 2007 Distinguished Educator of the Year by National Rural Health Association.



### Rural Maryland Council

50 Harry S. Truman Parkway \* Annapolis, MD 21401 \* Phone: 410-841-5772 \* Fax: 410-841-5987

[www.rural.state.md.us](http://www.rural.state.md.us)

[rmc@mda.state.md.us](mailto:rmc@mda.state.md.us)