

RURAL HEALTH CLINIC CONFERENCE

FRIDAY, MAY 6, 2016
JACKSON MARRIOTT



RURAL HEALTH CLINIC CONFERENCE AGENDA

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8:30 a.m. **Taking the Next Step in Joining/Forming an ACO**
Morgan Dunn, Pioneer Health Services

9:30 a.m. **Break**

Breakout Sessions

Track 1

9:45 a.m. **What Value Based Payment Models Look Like**
Tim Thomas, Neshoba County General Hospital

10:45 a.m. **URAC's Transformational Approach to PCMH Certification**
Aaron Turner-Phifer, URAC

Track 2

9:45 a.m. **Quality Impact Part 1- Improving Your RHC Patient Care Coordination**
Harshini Parvatha, Consortium for Southeastern Hypertension Control (COSEHC)

10:45 a.m. **Quality Impact Part 2- Using the Data Analytic Tools to Measure Quality Reporting**
Debra Simmons, Consortium for Southeastern Hypertension Control (COSEHC)

11:45 a.m. **Break**

12:00 p.m. **Legislative Updates**
Ryan Kelly, The Mississippi Rural Health Association

1:00 p.m. **Break**

1:15 p.m. **Chronic Care Coordination**
Shay Ward, Neshoba County General Hospital and Kathy Whitmire, National Rural Accountable Care Consortium

2:15 p.m. **Value Based Healthcare: The Catalyst for the Revitalization of Mississippi Primary Care, Prevention, and Chronic Disease Management**
Mitchell Monsour, Mercator Health Advisors

2:45 p.m. **Adjourn**

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Aaron Turner-Phifer

Aaron Turner-Phifer is the Government Affairs Representative at URAC. He received his Bachelor's degree from Miami (OH) University and upon graduation received a political appointment to serve as a Policy Advisor to Virginia Governor Timothy Kaine in his Washington, DC office. Following his time on Governor Kaine's staff, Aaron returned to his home state of Ohio where he served as a policy analyst focused on health care, education, and economic development in the Ohio House and Senate. On behalf of URAC, Aaron acts as URAC's representative to the National Association of Insurance Commissioners and provides technical guidance on issues relating to quality and quality measurement to Medicaid, insurance, and Exchange Marketplace regulators. Aaron is currently working on his MHA at George Washington University.



Debra Simmons

Debra Simmons, R.N., M.S., is the Executive Director of COSEHC serving in this role since 2000. She has overall responsibility and accountability for the management and administration of the organization. Simmons grew up in the West (Salt Lake City, Utah), where she also attended the University of Utah to receive both her B.S. in Nursing and M.S. degree in Administration.



Early in her career she worked as a clinical nurse in both neonatal and pediatric ICUs, moving into hospital management positions after two years. Her experience includes hospital department director positions at children's hospitals in Honolulu, Hawaii; Houston, Texas; and Lafayette, Louisiana. She served as the chief nursing officer at the Intermountain Health Care children's hospital in Salt Lake City, Utah, for eight years prior to accepting a Robert Wood Johnson (RWJ) Health Policy Fellowship in 1994. From 1994-1995, she worked on both healthcare and welfare reform legislation in the Washington D.C. Senate office of Robert J. Kerrey (Nebraska). In 1996, Ms. Simmons moved to North Carolina and joined the Wake Forest University Baptist Medical Center as the Quality Management/Disease Management Director to develop, coordinate, and implement disease management initiatives for an integrated regional network of physician practices affiliated with Wake Forest.

In her current role, she works closely with the COSEHC Board of Directors, COSEHC CV Centers of Excellence, and COSEHC staff to insure the goals and initiatives of the organization are met. Currently, she also serves as the Project Director for the COSEHC Practice Transformation Network working with the Centers for Medicare and Medicaid services to facilitate transformation in Southeastern community practice to prepare them for value based care delivery models.

Harshini Parvatha

Harshini Parvatha has care delivery consulting and health care program management experience. As an Associate at the Group Practice Forum, she facilitates the implementation of value-delivery transformation projects with an emphasis on process improvement, HIT, population management, and patient engagement.

Early in her career, she worked as a junior researcher at Dr. Reddy's



Laboratories where she was instrumental in developing an intelligent, hypothetical recommendation package for alternative treatment methods in the dermatology field to treat Vitiligo vulgaris. In June 2014, Dr. Reddy Laboratories' launched a Vitiligo vulgaris lotion named Melgain. Her experience also includes work in the personalized medicine field, specifically in tailored anti-platelet therapies within the field of cardiology.

In addition, Harshini was a founding member of Nourish International at Boston University and the founder of the music therapy program at Indo American Hospital, a large integrated hospital in Hyderabad, India.

Currently, she also serves as the Program Manager for the COSEHC Practice Transformation Network working with the Centers for Medicare and Medicaid services to facilitate transformation in Southeastern community practice to prepare them for value based care delivery models.

Kathy Whitmire

Kathy Whitmire is the Regional Vice President for the Southeast Division of the National Rural Accountable Care Consortium (NRACC), a not-for-profit organization and recent awardee of the CMS Practice Transformation Network grant, dedicated to equipping rural providers and rural health clinics with the resources and education to participate in new population health and value-based reimbursement models.

Kathy is responsible for recruitment and continuous quality improvement for NRACC's Practice Transformation Network (PTN) awarded by CMS in September of 2015, as well as the Transforming Clinical Practices Initiative (TCPI), the development of Clinically Integrated Networks (CINs), and relationship development in the Southeast Region.



Mitchell D. Monsour, FACHE

Mitch Monsour, Consultant. Mitch's insight and creativity are based on 40 years as a health executive in a wide range of corporate cultures, with 20 of those years as a hospital administrator and 20 years as a health consultant. Each experience has offered insight into the unique MISSION and clinical role of individual hospitals and the realization that all healthcare is "LOCAL." In his career practice, he has developed a reputation for strategic and operational initiatives that have positively benefited his healthcare clients, with major clinical program development in oncology, rehabilitation, cardiology and rural primary care.

With an understanding of the major reimbursement changes facing the healthcare industry today, Mitch's current focus is towards steering his clients to new services in the full continuum of care, where patient care can be rendered in the most appropriate setting. This philosophy has allowed him to create solutions that strengthen patient delivery while protecting the fiscal integrity of his client hospitals. Indeed, this is especially important as we look to address the challenges of "Value Base" health reform. His contributions are also made with an understanding of community economic development in the form of



new healthcare jobs – a vital responsibility of the healthcare industry.

Morgan Dunn

President and Executive Director, Rural Solutions. After graduating from the University of Mississippi with a Bachelor of Arts in Theatre and English, Morgan began her healthcare career in sales for Ambulatory Equipment Services in charge of the south central Mississippi region in 2003. From there, she was promoted to Corporate Business Development for the Revenue Cycle Management Division of Pioneer Health Services, where she supervised and managed business office assessments before moving into new healthcare facility acquisition, revenue cycle management and behavioral health business development. In this capacity, Morgan contributed to the formation of over 30 partnerships with Critical Access Hospitals to provide operational support services. In 2011, Morgan was named Vice President of Business Development and was charged with directing management of corporate advertising, marketing, and business development throughout the organization, as well as playing a key role in the corporation's ongoing strategic planning. In 2014, Morgan led and directed the formation of Pioneer Health Alliance, an innovative arm of Pioneer Health Services that includes an Accountable Care Organization under Medicare's Shared Savings Program.



For her professional accomplishments, Morgan has been recognized as one of Mississippi's 50 Leading Business Women (2008), and has been asked to participate in various local and regional boards. Most recently, Morgan was invited to represent rural healthcare providers in the recent launch of the Department of Health and Human Services Health Care Payment Learning and Action Network in Washington D.C.

Ryan Kelly

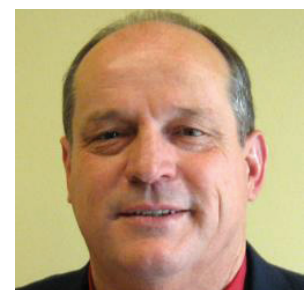
Ryan Kelly serves as executive director of the Mississippi Rural Health Association and oversees all activity for the association. Kelly has a large amount of experience in executive leadership, including roles as director of external relations at The University of Southern Mississippi, College of Health, as well as serving as Chief Advancement Officer at William Carey University.



Kelly earned a bachelors of science at The University of Southern Mississippi and a masters of science at Mississippi College. He is involved in more than twenty statewide and national committees / coalitions on health, including two committees with the National Rural Health Association. His involvement in a large number of diverse healthcare organizations has elevated Kelly as a go-to leader for healthcare in the State of Mississippi.

Tim Thomas

Tim has been performing financial management services in the health care field for over 30 years. He currently serves in several capacities including health network director, ACO development director, business development director, healthcare foundation CEO, and rural health financial consultant. He has served in the following healthcare leadership positions: President-Ms Rural Health Association, Chairman-East Central MS Health Network, Chairman-East Central Ms Trauma Care Region, and Member-Governor's Ms Health Information Task Force.



Shay Ward, RN

During her twenty-three years of nursing experience, Shay has provided patient care to diverse populations in a variety of settings including: home health, hospice, and long term care. Working with patients with chronic diseases has been an extremely rewarding yet challenging aspect of her career. For the past ten years, she has held a role as nurse manager in a long term care facility and worked closely with patients and their families who are dealing with chronic diseases and their fate. In addition to her professional background, she also has personnel experience coping with the significant impact of chronic illness. Her son has Williams Syndrome, and his condition has required extensive medical in home treatment necessary to avoid frequent hospitalizations. She recently accepted a new position as a Care Coordinator at Neshoba County General Hospital-Nursing Home. She is very excited about this endeavor, which will provide many opportunities to work independently, and also collaborate with an interdisciplinary team to provide quality services and improve patient outcomes.



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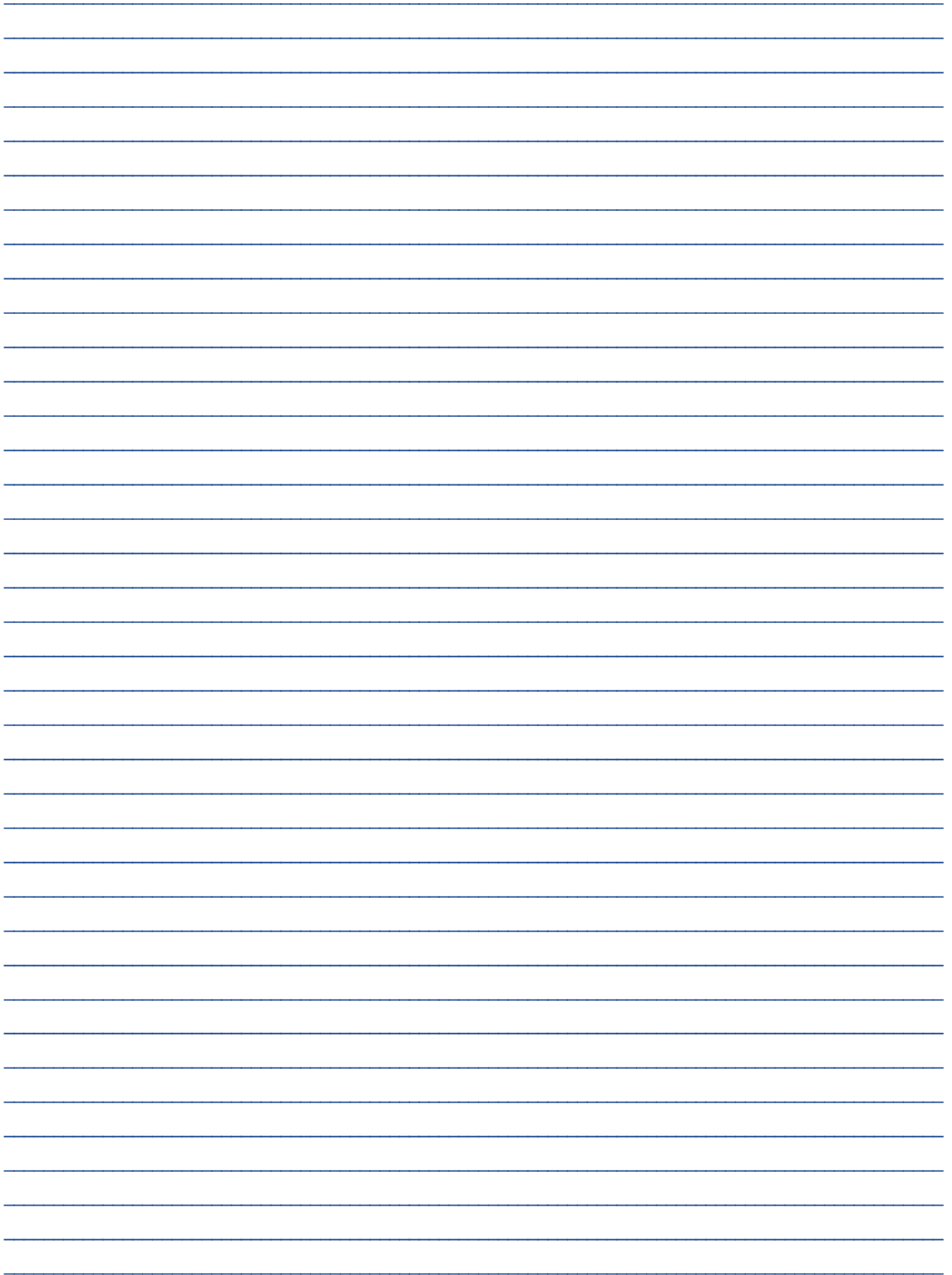
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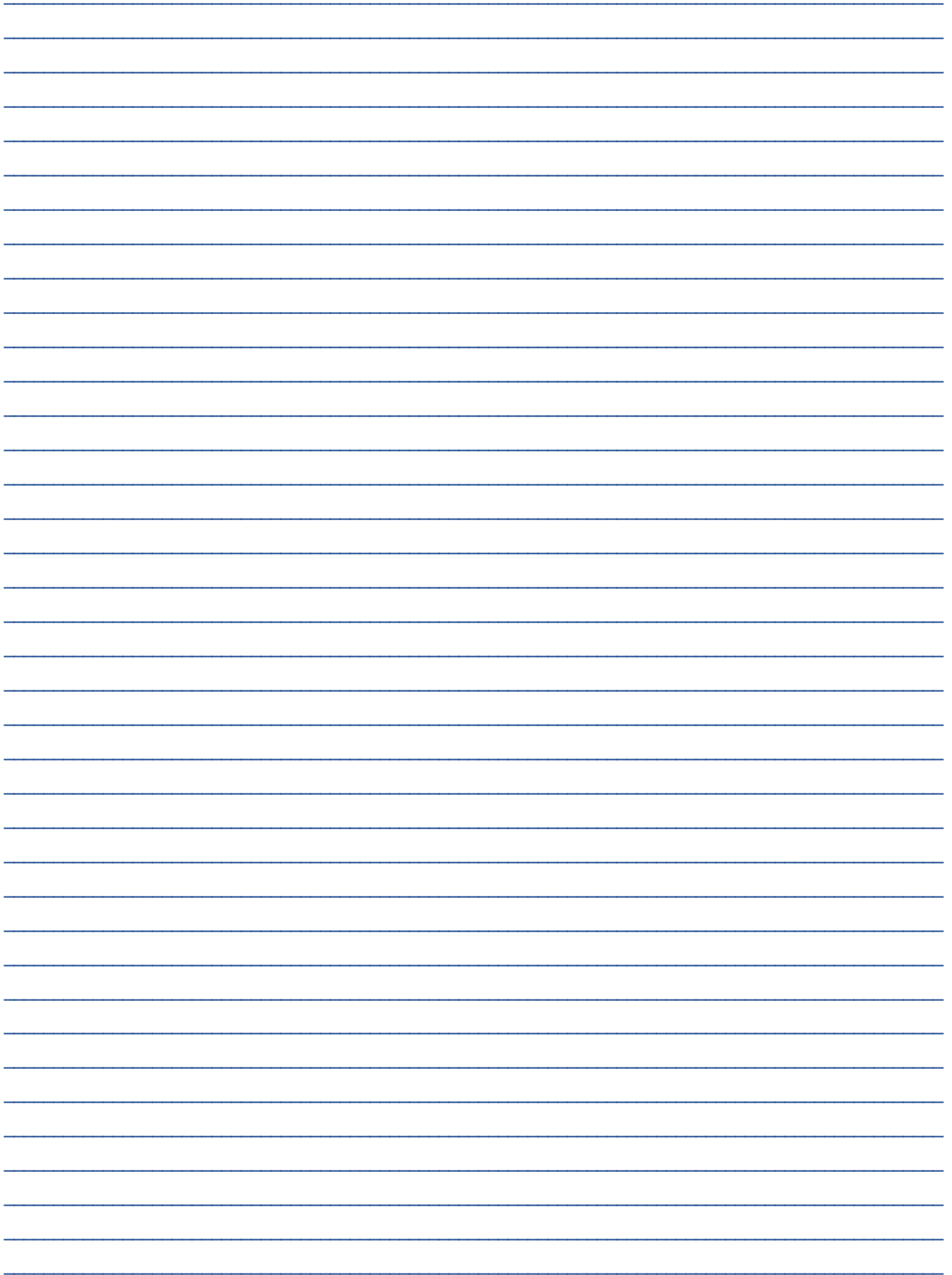
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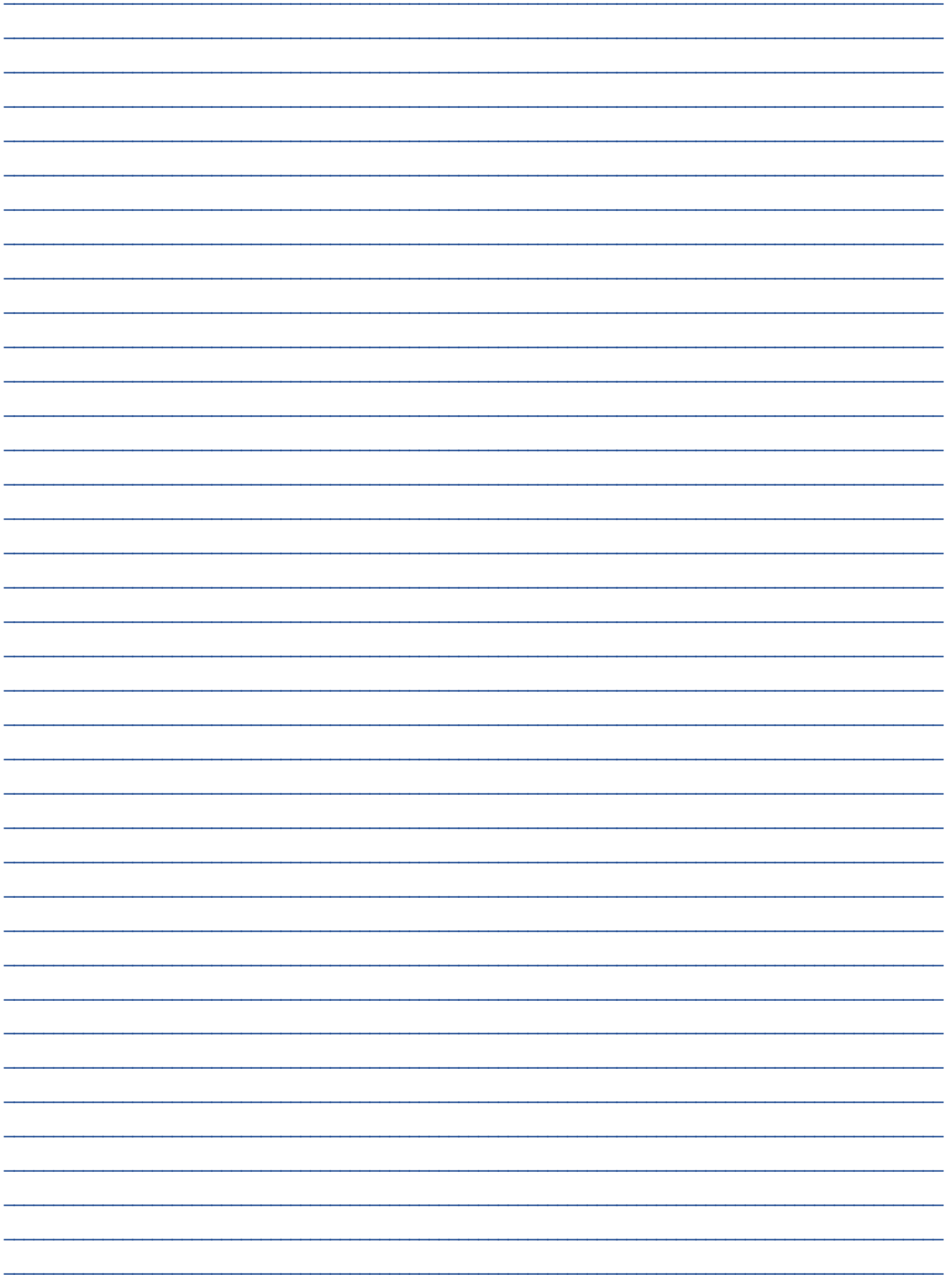


EXHIBITORS











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