

# Health Information Technology: A Rural Provider's Roadmap to Quality

September 21 – 23, 2006

Kansas City, Missouri

## Detailed Agenda

### Wednesday, September 20, 2006

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**REGISTRATION**

**7:00- 9:00 PM**  
*Ballroom Foyer*

### Thursday, September 21, 2006

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**REGISTRATION**

**8:00 AM - 12:00 PM**  
*Ballroom Foyer*

**HEALTH INFORMATION TECHNOLOGY 101 (OPTIONAL)**

**10:00 – 11:30 AM**  
*Count Basie Ballroom*

Presenters: Lenel James, Blue Cross and Blue Shield Association  
Tommy Mullins, Boone Memorial Hospital

Facilitator: Anuradha Sharma, HRSA's Office of Rural Health Policy

Overview: *This session is designed for participants new to Health Information Technology. Come learn about the basics of the major technologies, standard terminology, and uses of HIT.*

**OPENING PLENARY SESSION:  
HIT AND INFORMATICS FOR HIGH QUALITY RURAL HEALTHCARE**

**1:00 – 2:30 PM**  
*Count Basie Ballroom*

Presenters: Dennis Williams, HRSA Deputy Administrator  
Don Detmer, American Medical Informatics Association

Overview: *This opening session will cover how clinical information systems can help rural providers achieve their quality goals.*

**BREAK**

**2:30 - 2:45 PM**  
*Third Floor Foyer*

**CONCURRENT SESSIONS I**

**2:45 – 4:00 PM**

***1A- HIT and its Role in Performance Improvement***

*Lester Young*

Presenter: Terry Hill, Rural Health Resource Center

Facilitator: Alison Hughes, University of Arizona School of Public Health

Overview: *This session will help providers understand how to do a performance improvement needs assessment including how to find an appropriate needs assessment tool, how to implement it, and how to interpret the results.*

### ***1B- Change Management***

Jay McShann

Presenters: Fred Lord, Mt. Ascutney Hospital and Health Center  
Atif Zafar, Indiana University School of Medicine

Facilitator: Joy Keeler, AHRQ National Resource Center for HIT

Overview: *You thought your staff and patients were convinced, but it turns out that changing old habits is more difficult than expected. This session will help providers build organizational and technical skills to overcome behavioral resistance.*

### ***1C- Choosing the HIT System that Meets Your Need***

Mary Lou Williams

Presenters: Roger Harrison, Forks Community Hospital  
Michelle Lemming, Louisiana Public Health Institute  
Michael Rodriguez, John Snow, Inc.

Facilitator: Susan Lumsden, HRSA's Office of Health Information Technology

Overview: *This session will help providers understand how to make technology purchasing decisions that are appropriate for individual facility quality goals. Participants will leave with a better understanding of how to link appropriate technology to your facility's quality aims.*

### ***1D- Obtaining Leadership Buy-In***

Bennie Moten

Presenters: Jim Buechler, Union Hospital Health Group  
Denni McColm, Citizens Memorial Healthcare  
Carroll Nason, Alabama Department of Public Health

Facilitator: Sherilyn Pruitt, HRSA's Office of Rural Health Policy

Overview: *What do you need to do to convince your senior leadership, including Board members, that you are ready and need HIT? Experts will discuss the key strategies needed to ensure that your HIT plan is approved by decision-makers at your facility.*

### ***1E- The Value of Health Information Exchange in Rural Settings***

Julia Lee

Presenters: Speranza Avram, Northern Sierra Rural Health Network  
Jeanie Gentry, St. John's Lutheran Hospital  
Nancy Voorhees, Inland Northwest Health Services

Facilitator: Bruce Behringer, East Tennessee State University

Overview: *Participants will learn more about creating regional partnerships and other strategies participating in a health information exchange (HIE), including RHIOs. This session will also cover the structure, governance, and purpose of HIE, as well as strategies to ensure that rural providers in your region are not left behind in the HIE-development process.*

### ***1F-The Procurement Process: Getting What You Want and Need***

Andy Kirk

Presenter: Mike Uretz, EHR Group

Facilitator: Tommy Mullins, Boone Memorial Hospital

Overview: *This session will provide an overview of the vendor selection process, ranging from choosing a system to developing and negotiating contracts. Participants will learn about contracting best practices, challenges and how to get the most out of your vendors.*

**BREAK**

**4:00 – 4:15 PM**  
*Third Floor Foyer*

**STORIES FROM THE FIELD**

**4:15- 5:15 PM**

Overview: *These sessions will provide participants with a case study of how HIT was implemented in a variety of rural health care settings. It will look at the decision making and implementation processes for what worked, what was not successful, and what could be done differently.*

Sessions:

- **Emergency Medical Services:** Aarron Reinert, Lakes Region EMS *Jay McShann B*
- **Physician- Hospital Collaboration:** Denni McColm, Citizens Memorial Health *Andy Kirk B*
- **Rural Health Clinic/ FQHC:** Jim Buechler, Union Hospital Group *Lester Young A*
- **Rural Health Clinic/ FQHC:** Doug Smith, Green County Health Care *Lester Young B*
- **Rural Networks:** Doug Stacy, Marquette General Hospital *Andy Kirk A*
- **Rural Networks:** Jeanie Gentry, St. John’s Lutheran Hospital *Mary Lou Williams*
- **Small Rural Hospitals:** Ken Abendshien & Brenda Olson, Midwest Health System *Julia Lee*
- **Small Rural Hospitals:** Tommy Mullins, Boone Memorial Hospital *Bennie Moten*
- **Telehealth:** Roger Harrison, Forks Community Hospital *Jay McShann A*

**Friday, September 22, 2006**

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**CONTINENTAL BREAKFAST**

**7:00 - 8:30 AM**  
*Ballroom Foyer*

**COFFEE CHATS (OPTIONAL)**

**7:00- 8:00 AM**

***Federal HIT Website Demonstrations***

*Jay McShann*

Presenters: Lisa Dolan Branton, Agency for Healthcare Research and Quality  
Christie Brown, HRSA’s Office of Health Information Technology  
Prashila Dullabh, AHRQ National Resource Center for HIT

Overview: *This session will be an interactive demonstration of the AHRQ Health IT website and HRSA Health IT community.*

***HIT and Rural Disaster Scenarios***

*Julia Lee*

Presenter: Michelle Lemming, Louisiana Public Health Institute

Overview: *This session will discuss the importance of HIT before, during and after disaster events.*

***Key Safety Net Providers Status of HIT Investment***

*Bennie Moten*

Presenters: Terry Hill, Rural Health Resource Center  
John Ruiz, National Association of Community Health Centers

Overview: *This session will present results from National Association of Community Health Centers and the Flex Monitoring Team surveys on the use of electronic health information and technology at Community Health Centers and Critical Access Hospitals.*

***New Federal HIT Interoperability Standards and Other Developments on the Horizon: What They Mean for Rural HIT***

*Andy Kirk*

Presenters: Jennifer Sermas, HRSA's Office of Health Information Technology  
Anuradha Sharma, HRSA's Office of Rural Health Policy

Overview: *During this session participants will learn about Federal developments and how they will affect rural safety net providers. Topics include the recent Executive Order related to HIT, the HIT Standards Panel, the new safe harbor provisions, plus the Nationwide Health Information Network (NHIN).*

***Rural Health Information Exchange***

*Mary Lou Williams*

Presenter: Bruce Behringer, East Tennessee State University

Overview: *This session will be a presentation and discussion on the importance of creating a consensus document on the value of HIE and HIT viewed from multiple stakeholders*

**MINI PLENARY SESSIONS**

**8:30-10:00 AM**

***Creating and Sustaining a Vision for HIT***

*Julia Lee*

Presenter: Carroll Nason, Alabama Department of Public Health

Facilitator: Jane Stafford, Community Clinics Initiative

Overview: *Where you start is not always where you end up. This session will help you hone your HIT vision into reality, predict potential barriers and infrastructure challenges, integrate full community participation to ensure buy-in, and develop a contingency plan for when things go wrong.*

***Financing an HIT Investment***

*Mary Lou Williams*

Presenters: Lammot du Pont, Manatt Health Solutions  
Bill England, Universal Service Administrative Company  
Lenel James, Blue Cross and Blue Shield Association

Facilitator: Earle Rugg, Payer Technologies, LLC

Overview: *This session will provide an overview of available funding and how to obtain it. The focus of this session will be on funding sources including the payer marketplace, private funding, loans/banks, foundations, and other resources.*

***The Role of Clinicians in Making Your HIT System Successful***

*Bennie Moten*

Presenters: Sarah Chouinard, Primary Care Systems  
Elizabeth Floersheim, Rural Healthcare Quality Network  
Fred Lord, Mt. Ascutney Hospital and Health Center

Facilitator: Lisa Dolan Branton, Agency for Healthcare Research and Quality

Overview: *Clinicians are the ultimate end-users of most HIT systems and a key part of the implementation team. A panel of rural clinicians will discuss what it takes to win them over to ensure you make the most of your HIT system and improve quality outcomes.*

***The Vendor Question: Making it Work from Both Sides***

*Count Basie Ballroom*

Presenters: Oliver Delk, Fulton County (Georgia) Dept. of Health and Wellness  
Joe Panther, Browsersoft Inc.  
Troy Rosser, Computer Programs and Systems, Inc. (CPSI)

Facilitator: Neal Neuberger, Health Tech Strategies, LLC

Overview: *This session will focus on matching available resources and value between vendors and rural health providers to get the most out of the vendor-provider relationship. Rural providers and vendors come together in this panel to achieve mutual understanding.*

**BREAK**

**10:00 – 10:30 AM**

*Third Floor Foyer*

**CONCURRENT SESSIONS II**

**10:30 AM – 12:00 PM**

***2A- Making a Business Case for HIT***

*Julia Lee*

Presenter: Tim Cox, Northland Health Alliance  
Earle Rugg, Payer Technologies, LLC

Facilitator: HD Cannington, Emanuel Medical Center

Overview: *This session will leave participants with the tools they need to determine HIT return on investment, the basic components of a business case, understand pricing and costs, and how to align incentives.*

***2B- Rural Workforce Challenges in HIT***

*Mary Lou Williams*

Presenters: Denni McColm, Citizens Memorial Healthcare  
Ray Rogers, National Center for Healthcare Informatics  
Marty Witrak, College of St. Scholastica School of Nursing

Facilitator: Tommy Mullins, Boone Memorial Hospital

Overview: *This session will help providers learn how to cultivate an HIT-savvy workforce through shared IT support, educational training opportunities, and economic development. It will also address training of the clinician workforce and reversing past practice patterns.*

## **2C- HIT Networking and Collaboration**

*Bennie Moten*

Presenters: Speranza Avram, Northern Sierra Rural Health Network  
Jeanie Gentry, St. John's Lutheran Hospital

Facilitator: Terry Hill, Rural Health Resource Center

Overview: *Networking and collaboration have helped many resource-strapped rural providers obtain HIT systems. This session will help providers seek out partners and teach participants how to ensure their voice is heard. This session may be particularly useful for clinicians representing stand-alone facilities.*

## **2D- Finding a Vendor: The RFP Process (Part I of III)**

*Andy Kirk*

Presenters: Will Gaud, Will Gaud and Associates, LLC  
Michelle Lemming, Louisiana Public Health Institute

Facilitator: Neal Neuberger, Health Tech Strategies, LLC

Overview: *This session is part one of a three part vendor contracting series. It will introduce the RFP process: how to write one and ensure that it attracts the right type of vendor for your quality needs.*

## **2E- HIT Technical Support and Resources**

*Jay McShann*

Presenters: Prashila Dullabh, AHRQ National Resource Center for HIT  
Bill England, Universal Service Administrative Company  
Gregg Laiben, Primaris Healthcare Business Solutions

Facilitator: Lisa Dolan Branton, Agency for Healthcare Research and Quality

Overview: *This session organizations will discuss resources available for those getting ready to make an HIT investment, and also resources to help you maintain your system. Speakers will also discuss how to use your existing systems and build upon them to meet your quality aims.*

## **2F- Governance**

*Lester Young*

Presenters: Liesa Jenkins, CareSpark  
Doug Smith, Community Partners HealthNet  
Mike Uretz, EHR Group

Facilitator: John Ruiz, National Association of Community Health Centers

Overview: *Who is on your HIT planning team? Within your organization learn how to structure the decision-makers governing your HIT purchase, troubleshoot legal concerns, collaborate with others, and overcome challenges. Also addressed will be information exchange across organizations and to the patient.*

## **LUNCH ROUNDTABLE DISCUSSIONS: LEARN FROM YOUR PEERS**

**12:00 – 2:00 PM**  
*Count Basie Ballroom*

Presenter: Joy Keeler, AHRQ National Resource Center for HIT

Overview: *This is your chance to share with your colleagues what you have learned and what has sparked your interest at the conference thus far. Tables will be divided by HIT-related topic.*

**3A- Conducting and Analyzing a Readiness Assessment**

*Bennie Moten*

Presenter: David Ginsberg, PrivaPlan Associates, Inc.

Facilitator: Heather Dimeris, HRSA’s Office of Rural Health Policy

Overview: *Before you can make an HIT investment, you must ensure that your facility is ready for it. This session will help providers understand how to plan and conduct a readiness assessment, and analyze the results.*

**3B- The Role of Clinicians in Making Your HIT System Successful (REPEATED)**

*Jay McShann*

Presenters: Sarah Chouinard, Primary Care Systems  
Elizabeth Floersheim, Rural Healthcare Quality Network  
Fred Lord, Mt. Ascutney Hospital and Health Center

Facilitator: Lisa Dolan Branton, Agency for Healthcare Research and Quality

Overview: *Clinicians are the ultimate end-users of most HIT systems. A panel of rural clinicians will discuss what it takes to win them over and provide training to ensure you make the most of your HIT system and improve quality outcomes.*

**3C- Analyzing RFP Results and Picking a Vendor (Part II of III)**

*Andy Kirk*

Presenter: Will Gaud, Will Gaud and Associates, LLC

Facilitator: Neal Neuberger, Health Tech Strategies, LLC

Overview: *This session will build on Part I and teach participants how to analyze their RFP results and pick a vendor that will appropriately address your quality needs.*

**3D- The Rural Voice in the State and Local Decision-Making Process**

*Lester Young*

Presenters: Art Clawson, Florida State University College of Medicine  
Alison Hughes, University of Arizona School of Public Health  
Michael Rodriguez, John Snow, Inc.

Facilitator: Mike Zarski, American Osteopathic Association

Overview: *As State and local governments begin to coordinate activities around HIT implementation, rural providers must ensure that they are not left out of the discussion. At this session, participants will learn about what is happening at the State and local levels and how to get involved.*

**3E- Privacy, Security, and HIPAA: What it Means for Rural HIT**

*Julia Lee*

Presenter: Randy Sermons, Attorney at Law

Facilitator: Michelle Goodman, HRSA’s Office of Rural Health Policy

Overview: *Learn about the current privacy and security issues from a multitude of perspectives (provider, patient, health information exchange) and what is on the horizon. This session will speak directly to rural challenges and opportunities in security and privacy, and how to meld HIPAA and HIT.*

### **3F- Performance Measurement and HIT**

Mary Lou Williams

Presenters: Janice Ahlstrom, Wipfli Accountants and Advisors  
Gregg Laiben, Primaris Healthcare Business Solutions  
Chris Lamer, Indian Health Service

Facilitator: John Ruiz, National Association of Community Health Centers

Overview: *Providers will be pressured to report data and increase quality through measurable outcomes and HIT can be used as a tool to meet these new expectations. This session will also cover information technology performance, including technology performance resources, discuss the various aspects that can be measured, types of measures, what to look for in developing a scorecard and benchmarking your organization.*

### **VENDOR EXHIBITION AND DEMONSTRATIONS**

**4:00 – 7:00 PM**  
Ballroom Foyer

#### ***How to Get the Most Out of Your Experience: Orientation to Vendor Exhibitions (Optional)***

**4:00 – 4:30 PM**  
Count Basie Ballroom

Presenter: Neal Neuberger, Health Tech Strategies, LLC

Overview: *Discuss key questions to ask about the many HIT options available to you, including questions related to interfaces, functional requirements, cost, hardware requirements, training and support, disaster recovery plans, impact on staffing, cross-platform operability, and others. Then visit a diverse range of exhibits and demonstrations focusing on rural HIT needs.*

### **Saturday, September 23, 2006**

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#### **CONTINENTAL BREAKFAST**

**7:30 – 8:30 AM**  
Ballroom Foyer

#### **CONCURRENT SESSIONS IV**

**8:30 – 10:00 AM**

#### ***4A- Legal, Regulatory, and Policy Issues Facing the Implementation of HIT for Rural Communities***

Mary Lou Williams

Presenter: Neal Neuberger, Health Tech Strategies

Facilitator: Chantal Worzala, American Hospital Association

Overview: *Learn about legal, regulatory, and policy considerations facing the implementation of HIT including identification of the major players and drivers, Presidential initiatives, and Federal agency activities.*

#### ***4B- Performing a Workflow Analysis***

Julia Lee

Presenter: David Ginsberg, PrivaPlan Associates, Inc.

Facilitator: Juanita Koziol, HRSA's Office of Health Information Technology

Overview: *Afraid of automating paper-based errors? Learn how to identify your workflow problems and envision new workflow options.*

**4C- Vendor Evaluation and Contract (Part III of III)**

*Andy Kirk*

Presenter: Will Gaud, Will Gaud and Associates, LLC

Facilitator: Jerry Coopey, HRSA's Office of Rural Health Policy

Overview: *This session will build on parts I and II and help providers make a final decision on a vendor, create a contract, and negotiate with the final vendor to ensure that you get what you want out of your contract.*

**4D- What to do When Things Go Wrong:  
Developing a Contingency Plan**

*Lester Young*

Presenters: Kevin Lewis, Maine Primary Care Association  
Joe Brisson, PSC Group, LLC

Facilitator: Jane Stafford, Community Clinics Initiative

Overview: *Learn about the needs, benefits, and structures of a contingency plan and how to develop and implement such a plan.*

**4E- Financing an HIT Investment (REPEATED)**

*Jay McShann*

Presenters: Lamot du Pont, Manatt Health Solutions  
Bill England, Universal Service Administrative Company  
Lenel James, Blue Cross and Blue Shield Association

Facilitator: Earle Rugg, Payer Technologies, LLC

Overview: *This session will provide an overview of available funding and how to obtain it. The focus of this session will be on funding sources including the payer marketplace, private funding, loans/banks, foundations, and other resources.*

**4F- The Implementation Phase: How to Roll Out Your HIT Investment** *Bennie Moten*

Presenters: Janice Ahlstrom, Wipfli Accountants and Advisors  
Denni McColm, Citizens Memorial Healthcare

Facilitator: Susan Lumsden, HRSA's Office of Health Information Technology

Overview: *This session will focus on the implementation phase, including the development of a written implementation plan, a timetable, and projected "go-live" date. It will also look at key project management considerations during this phase.*

**CLOSING SESSION:  
THE FUTURE OF RURAL HEALTHCARE AND HIT**

**10:15- 11:30 AM**  
*Count Basie Ballroom*

Presenter: John Wade, Saint Luke's Health System

Overview: *This session will provide meeting participants with a vision for where health care and information technology are heading and how that will affect rural health care providers in terms of both opportunities and challenges*