



9th Annual NYSARH Conference

September 13 & 14, 2010

Villa Roma Resort & Conference Center
Callicoon, New York

This conference has been approved for
10.75 AMA PRA Category 1 Credits tm.
Pending applications for CEUs have been
submitted to professional organizations.

Growing Healthy Communities

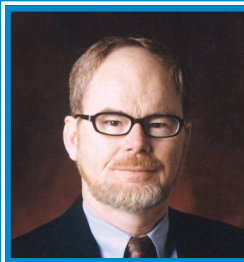


James Knickman, PhD
Monday, September 13
8 AM—9 AM

New York State Health Foundation

Dr. Knickman is a national expert on health policy and a leading contributor to published literature on assessing the impact of philanthropic and social investments on health care improvement. An active philanthropy executive,

scholar, and community leader, Dr. Knickman advocates for improving services for homeless families, elders, and people with HIV. He currently serves as the President and CEO of the NYS Health Foundation. He previously served as chairman of the Robert Wood Johnson Health System in New Brunswick, New Jersey. *By the end of this activity participants will be able to discuss the impact of the current economic conditions on the changing health care landscape; navigate the healthcare reform law sufficiently to strengthen their healthcare operations; and develop approaches for reducing costs and improving value of healthcare.*



John Ruge, MD
Tuesday, September 14
8 AM—9 AM

Health Reform Opportunities & Imperatives for Rural New York

Dr. Ruge, CEO of Hudson Headwaters Health Network, is nationally recognized for his work in developing community-based systems of health care. Dr. Ruge has served as senior health policy advisor to state and federal government. He is a member of the Health and Human Services Medicaid Commission and Chairman of the Governor's Health Care Advisory Board. He has also served as President of the Community Health Care Association and is a member of the New York State Hospital Review and Planning Council. *By the end of this activity participants will be able to list pilot programs available in rural New York for improving the financing and delivery of health care and discuss policy choices that will confront New York's next Governor.*



Dr. Richard F. Daines
Commissioner of Health
New York State
Department of Health
Tuesday, September 14
12:30 PM

The Future of Rural Health Care

Dr. Daines heads one of the nation's leading public health agencies with a budget of more than \$50 billion. Under his leadership, the Department of Health administers the state's public health insurance programs, regulates hospitals and other health care facilities, conducts research in a premier biomedical laboratory, and supports public health prevention initiatives. As Commissioner, he has

helped shape significant state health care reforms including increased access to health insurance coverage for the uninsured, greater emphasis on primary and preventive care, quality improvement initiatives, and investment in health information technology. He previously served as President and CEO of St. Luke's-Roosevelt Hospital Center. *By the end of this activity participants will be able to develop programs at the local community level that increase health care access and improve the health status of rural residents.*

General Session

Monday, September 13 3:15 PM—4:15 PM

This session will provide an overview of the discussions taking place at the federal level in regard to health care reform and also provide valuable insights and information on what you can do as a rural provider to be prepared for the changes to come. *By the end of this activity participants will be able to outline a strategy to prepare for the impact on rural healthcare with the federal healthcare reform bill.*

Presenters:

Paul Moore, PhD, Office of Rural Health Policy

Danny Fernandez, Government Affairs Manager, National Rural Health Association

Health Policy Forum

Tuesday, September 14 1:30 PM—3:30 PM

The rural healthcare delivery system is vital to both the physical and economic well-being of our communities. Our system is faced with dramatic structural changes at all levels. The voices of rural health must be heard in shaping a successful *vision for healthy communities in rural New York*. *By the end of this activity participants will be able to by the end of this activity participants will be able to discuss key policy developments related to healthcare reform on the state and federal level.*

**Day One:
Monday, September 13**

7:00 AM – 8:00 AM	Registration, Continental Breakfast
8:00 AM – 9:00 AM	Keynote: Jim Knickman
9:00 AM – 5:00 PM	Exhibitor Hall Open
9:30 AM – 10:45 AM	Concurrent Session I
11:15 AM – 12:30 PM	Concurrent Session II
12:30 PM – 1:30 PM	Exhibitors' Luncheon
1:30 PM – 2:45 PM	Concurrent Session III
3:15 PM – 4:15 PM	General Session: ORHP/NRHA
4:30 PM – 5:30 PM	Rural Health Network Directors' Workgroup
5:30 PM – 6:00 PM	New NYSARH Board Member Meeting
6:00 PM – 8:00 PM	Annual Awards Dinner

**Day Two:
Tuesday, September 14**

7:00 AM – 8:00 AM	Continental Breakfast
8:00 AM – 9:00 AM	Keynote: John Ruge, MD
9:30 AM – 10:45 AM	Concurrent Session IV
11:15 AM – 12:30 PM	Concurrent Session V
12:30 PM – 1:30 PM	Annual Meeting Luncheon Keynote: Dr. Richard F. Daines
1:30 PM – 3:30 PM	Health Policy Forum

CME Accreditation

This program has been planned and implemented in accordance with the Essential Areas and Policies of the Accreditation Council for CME (ACCME) through joint sponsorship with the University at Buffalo School of Medicine and Biomedical Sciences and the New York State Association for Rural Health.

The University at Buffalo is accredited by the ACCME to sponsor CME for physicians.

The UB School of Medicine & Biomedical Sciences designates this educational activity for a maximum of *10.75 AMA PRA Category 1 Credit(s)™*. Physicians should only claim credit commensurate with the extent of their participation in the activity.

Application has been made to the National Commission for Health Education Credentialing, Inc. (NCHEC) for CHES Category I continuing education contact hours (CECH).

This program is PENDING approval by the National Association of Social Workers #886486452 for 9.25 social work continuing education contact hours.

Concurrent Session I		Monday, September 13	9:30—10:45 AM
Sustainability	Community Development	Wellness	
<p>The Changing Landscape of Pharmacy Benefits</p> <p>A discussion centered on the areas rife with Pharmacy Benefit Management (PBM) profit and how employers can take advantage of leveraged purchasing and put their status as a Disproportionate Share Hospital to work for their employee benefit plan. PBM programs are complex and not easily understood. The industry is facing sweeping changes to its traditional pricing methodology. This session is for anyone interested in saving money on their employee benefit costs.</p> <p>By the end of this activity participants will be able to describe changes in pharmacy benefits and discuss the impact on patients and employees.</p> <p>Presenter: Jennifer Kingsley-Wilson CEO, ARMSRx</p>	<p>Free Health Care Centers: From Awareness to Vision to Reality</p> <p>Free health care centers must find ways to leverage the time & talents of volunteers to deliver quality patient care. The Health Ministry of the Southern Tier is a federation of 4 affiliated free health care centers working to maximize the time and talents of more than 140 volunteers by leveraging technologies while constantly reviewing its policies and procedures to identify and implement appropriate best practices. We will review some of the approaches taken to provide patients with efficient, effective, & quality medical care.</p> <p>By the end of this activity participants will be able to review what has worked and what must be changed to improve the efficiency and effectiveness within the Health Ministry of the Southern Tier.</p> <p>Presenter: Michael Slovak, Executive Director Health Ministry of the Southern Tier</p>	<p>Managing Health with Disease Management</p> <p>Learn disease management basics and how to implement and maintain a disease management program. We'll discuss desired outcomes, interventions, tools, and how the telephone can play a role in disease management for rural populations. We'll discuss how disease management can improve quality of life and reduce the rate of hospital readmissions. We will review chronic disease and the importance of the medical home model to avoid a system focused on crisis intervention to result in cost savings and improved health outcomes</p> <p>By the end of this activity participants will be able to implement strategies in their patient care practices to manage diseases to improve quality of life and reduce hospitalization for patients.</p> <p>Presenter: Cathleen Mathey Director of Community Outreach Arnot Ogden Medical Center</p>	

Concurrent Session II		Monday, September 13	11:15 AM—12:30 PM
Sustainability	Community Development	Wellness	
<p>Low Vision Solutions Supporting Community Health and Independence</p> <p>Participants will learn how severe and sustained vision loss is a growing and often overlooked contributor in diminished function and independence among elders and in delayed development in children. Lecture and hands-on interactive demonstration will be used to identify vision and blindness prevalence trends, highlight the availability of community-based solutions, and introduce key adaptive and assistive solutions that allow individuals with severe and sustained vision loss to maintain or regain independence.</p> <p>By the end of this activity participants will be able to identify the array of solutions available to assist and adapt patients with severe and sustained vision loss.</p> <p>Presenter: Richard McCarthy, Director Program Services, Association for Vision Rehabilitation and Employment (A.V.R.E.)</p>	<p>The Need for Affordable and Accessible Housing for People with Disabilities and Older Adults in Rural Communities</p> <p>The lack of affordable, accessible and integrated housing is a significant barrier to ensuring older adults and people with disabilities can live in their own homes and avoid institutionalization in rural communities. Participants will learn how to raise awareness regarding the lack of housing with service providers, older adults, families, individuals with disabilities, policy makers and others, and collaborate with community stakeholders to increase affordable, accessible and integrated housing in rural areas of New York State.</p> <p>By the end of this activity participants will be able to describe the impact of accessible and affordable housing for the disabled and aged community.</p> <p>Presenter: John DelGrosso, MPH, Project Coordinator NYS Housing Education Program NYS Association on Independent Living</p>	<p>"4C-Camp" - Camping to Create Caring Communities</p> <p>Attendees will learn how: 1) the 4C-Camp process can motivate a diverse group of older adults to become civically active within their communities; 2) a camp setting can serve as an effective environment in motivating older adults to embrace fitness and wellness practices as a priority in their lives; and 3) the camp experience can serve as a vehicle toward creating a sense of mental well being for adults of all ages.</p> <p>By the end of this activity participants will be able to discuss how a camp setting can serve as an effective environment in motivating older adults to embrace fitness and wellness practices as a priority in their lives.</p> <p>Presenter: Tom Briggs, Director Delaware County Office for the Aging</p>	

Concurrent Session III		Monday, September 13	1:30 — 2:45 PM
Sustainability	Community Development	Wellness	
<p>Utilization of Hospitalist Model on Rural and Community Health Care</p> <p>In order to compete with urban areas, rural healthcare has to shift to group practices which do not have acute care demands. We now see that the rural healthcare delivery system must change. At O'Connor Hospital, a Critical Access Hospital, the model shifted to hospital-based providers working with primary care physicians and Emergency Department physician assistants. The results have been an increased access to primary care, higher admission rates from the ED to inpatient, a shift to higher acuity seeing more appropriate care in the ED, and lower LOS.</p> <p>By the end of this activity participants will be able to outline a strategy to institute a hospitalist model in conjunction with mid-level providers.</p> <p>Presenter: Daniel Ayres CEO, O'Connor and Tri-Town Regional Hospitals</p>	<p>Bridge to Employment</p> <p>In 1992, Johnson & Johnson (J&J) established the Bridge to Employment program (BTE) to help young people build solid futures by introducing them to health care careers. Participants will learn about the need for such programs and the impact that they have on the community, company, and students. We will discuss how BTE excellence stems from use of a common core of school-to-career principles. Attendees will walk away with helpful tools on how to implement a similar program.</p> <p>By the end of this activity participants will be able to outline a Bridge program that will increase the number of students interested in the healthcare field.</p> <p>Presenter: Carrie Malone, Executive Director Livingston County Business/Education Alliance</p>	<p>Keeping Families Heart Healthy: Family Health History and Advances in Genetics</p> <p>The Human Genome project offers an opportunity to use family health history to achieve wellness. Family health history is simple, free and can lead to possible prevention of many common diseases. The CDC has launched a family health history initiative to aide in early risk assessment, surveillance, and risk modification to decrease long term health care costs related to chronic illness. Attendees will learn about case examples, resources, and recommendations.</p> <p>By the end of this activity participants will be able to differentiate between inherited common conditions and genetic contributions to common health conditions.</p> <p>Presenter: Luba Djurdjinovic Executive Director, Ferre Institute Director, Genetic Programs</p>	

Concurrent Session IV		Tuesday, September 14	9:30—10:45 AM
Sustainability	Community Development	Wellness	
<p>A New Methodology for Identifying Rational Service Areas for Primary Care</p> <p>During this session, participants will learn about the elements used in the development of primary care rational service areas (RSAs) in New York, as well as the value of using primary care RSAs in the identification of primary care shortages. Participants will also hear about the rationale for convening local stakeholders to obtain feedback on the configuration of primary care RSAs in their community.</p> <p>By the end of this activity participants will be able to identify the elements used in the development of primary care rational service areas (RSAs) in NY.</p> <p>Presenter: Jean Moore, Director Center for Health Workforce Studies</p>	<p>Creating Tobacco-Free Outdoor Areas</p> <p>This session will discuss the importance of creating tobacco-free outdoor areas at parks, walking paths, beaches, and playgrounds. These areas are highly used by the community and provide a place that supports healthy lifestyle choices, such as exercise and activity. Tobacco-free zones also help support people who are trying to quit. We will look at key stakeholders to partner with and how to gather community support to mobilize the adoption of a policy in your area.</p> <p>By the end of this activity participants will be able to identify agencies or organizations that they can partner with to gather support for tobacco-free outdoor areas.</p> <p>Presenter: Cassie Coombs, Program Coordinator Southern Tier Tobacco Awareness Community</p>	<p>Developing Fitness Programs to Prevent Childhood Obesity</p> <p>The YWCA Elmira and the Twin Tiers implemented a unique fitness program for obese children and families in Chemung County. Learn to identify the obese child by CDC BMI standards. Discuss outreach to establish cooperative connections to other organizations in the community. Learn how to involve obese children's families directly. Learn how to establish programs to prevent the cycle of obese children growing into obese adults.</p> <p>By the end of this activity participants will be able to articulate and implement the CDC recommendation for physical activity in the prevention of childhood obesity.</p> <p>Presenter: Amanda Sharp, MD Supervisor, Health, Wellness & Fitness YWCA Elmira and the Twin Tiers</p>	

Concurrent Session V			Tuesday, September 14	11:15 AM—12:30 PM
Sustainability	Community Development	Wellness		
<p>Farming & Food Production’s Impact on Public Health, Economy and Environment</p> <p>Major public health challenges facing New York and the nation are linked with our farm and food system. Increasing the availability of nutritious foods grown in New York has the potential to improve public health while strengthening the state’s economy and environmental quality. Session presenters will discuss trends in farming and food production in New York and review case studies of efforts to strengthen the sustainability of local farm and food systems. Attendees will learn strategies for engaging farmers, local governments, land trusts, and other partners in creating economic opportunities for farmers and strengthening local food production in rural communities.</p> <p>By the end of this activity participants will be able to identify mechanisms for increasing the availability of nutritious food grown in New York and enhancing the sustainability of food production in the state.</p> <p>Presenter: David Haight New York Director American Farmland Trust</p>	<p>Creating Walkable Communities</p> <p>Learn about AARP’s efforts to develop “Livable Communities” in New York state, particularly in making communities of all kinds more “walkable” for people of all ages and abilities. This session will review cases in Westchester County, Long Island, and rural parts of the state where models for community engagement and advocacy are being developed. Attendees will have the opportunity to discuss barriers to walkability in their communities and work with the moderator to identify starting points for addressing these problems.</p> <p>By the end of this activity participants will be able to understand how to identify and address obstacles to “walkability” in any community and apply model to other health and aging in place related efforts.</p> <p>Presenter: Michael Olender Associate State Director AARP-New York</p>	<p>Public Health Strategies for Suicide Prevention in New York State</p> <p>In 1996, the WHO, recognizing the rising toll of suicide, urged nations to develop plans to address this preventable tragedy. Our national strategy relies on a public health approach of building collaborations from all sectors of the community, public education and awareness, surveillance, implementing evidence-based interventions, and developing mechanisms for evaluation. The Office of Mental Health collaborates with stakeholders across the state to implement an innovative infrastructure to reduce the impact of suicide in NY. Participants will learn about the network, resources, and tools that make up our state’s suicide prevention strategic plan.</p> <p>By the end of this activity participants will be able to evaluate their personal, organizational or community preparedness to effectively intervene in a suicidal emergency.</p> <p>Presenters: Melanie Puerto Statewide Suicide Prevention Coordinator New York State Office of Mental Health</p> <p>Pat Breux, Community Advocacy & Prevention Coordinator, Chemung County Children’s Integrated Services</p>		

Networking Opportunities

Exhibitor Luncheon

Monday, September 13

This is an excellent opportunity to showcase your organization’s role in rural health and to network with other agencies, organizations, and individuals.

Awards Dinner

Monday, September 13

Join us for dinner as we recognize individuals and organizations that have made outstanding contributions to NYSARH and rural New Yorkers.

NYSARH distinguished awards include:

- Senator Patricia M. McGee Award of Merit
- Dr. Gary W. Ogden Rural Health Practitioner of the Year Award
- Rural Health Worker of the Year Award
- Outstanding Rural Health Program

Walk/Jog/Run

Tuesday, September 14

Enjoy the foothills of the Catskills and give your body a boost during a jog/walk in support of NYSARH.



2010
NYSARH
Conference

Name:	Position/Title:	
Company/Organization:		
Address:		
City:	State:	ZIP:
Email:	County:	
Phone:	Cell:	

Conference Registration Fees

- Early Bird Discount for NYSARH Members (postmarked by August 13, 2010)..... \$200
- NYSARH Members registering on and after August 14, 2010..... \$250
- Non-NYSARH Member Early Bird Discount (postmarked by August 13, 2010).....\$275
- Non-NYSARH Member registering on and after August 14, 2010.....\$325

Become a NYSARH Member

If your interest in becoming a NYSARH member is the result of someone encouraging you to do so, who may we thank for this?
 Name of person who recruited you: _____

- Yes, my organization would like to become a NYSARH member at the 2010 rate.

Please submit your membership payment with your Conference Registration fee.
NYSARH organizational membership rates are based on your agency's budget as listed below:

- Annual budget less than \$99,000.....\$125
- Annual budget \$100,000-249,000.....\$140
- Annual budget \$250,000-499,999.....\$150
- Annual budget \$500,000-999,999.....\$160
- Annual budget \$1 million-2.9 million.....\$175
- Annual budget \$3 million and over\$200
- Individual 1-Year Membership.....\$55
- Student 1-Year Membership (must show proof of full-time status)\$10

Please complete the following information if purchasing a NYSARH Membership:

Membership Contact Information: Contact information same as registration.

Name	Organization	Title
Address	City/State/Zip	County

Payment Method (please check one):

- Check
- PayPal (<http://www.nysarh.org/conference-registration.htm>)
- Purchase Requisition

- Walk/Jog/Run**
Yes, I will participate in the Walk/Jog/Run on Tuesday, September 14.
- I am interested in serving on the 2011 Conference Planning Committee.**

How did you learn about this conference?

- Brochure
- NYSARH Web site
- E-mail
- Colleague
- Other: _____

Total Amount Due:

Registration Fee \$ _____
 Membership Fee \$ _____
 Donation \$ _____
 Amount Due \$ _____

Make checks payable to:
 NYSARH
 10950 County Road 92
 Wayland, NY 14572
or Pay online with PayPal

Please complete this form, save a copy, and email form to info@nysarh.org with PayPal receipt. Or, complete this form and send a copy by US Postal mail with your check or purchase order.

Questions?

Contact Reid Perkins
 (585) 728-5738 info@nysarh.org



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HOTEL ACCOMMODATIONS

Villa Roma Resort and Conference Center
 356 Villa Roma Rd., Callicoon, NY
 (845) 887-4880 • 1-800-533-6767 • www.villaroma.com



Conference attendees are responsible for making their own hotel reservations. The guest room rate is \$125 for single or double deluxe accommodations — gratuities included. \$20 per night for additional occupants in a room. Call the hotel directly and mention that you will be

attending the New York State Association for Rural Health Conference to receive this special rate. Reservations should be made no later than August 10, 2010, as reservations made after this date or after the block has been met will be taken on a space- and rate-available basis and may be subject to higher rates. Please make your reservations early.



**Located in the foothills
 of the Catskill
 Mountains!**

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Growing Healthy Communities

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