

10th Annual NYSARH Conference

**Blazing New Trails...
...Reaching New Heights**

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September 19 & 20, 2011

High Peaks Resort Lake Placid, New York

**Chandak Ghosh, M.D., M.P.H.****HRSA****Monday, September 19****8:30 AM—9:30 AM*****HRSA's Commitment to Rural Health***

A board-certified ophthalmologist, Dr. Ghosh is currently with the U.S. Department of Health and Human Services' Health Resources and Services Administration (HRSA). His work led to the development of HRSA's National Performance Review Protocol, utilized to improve all Federal health grantees, including hospitals, universities, and community health centers.

He is also a practicing eye surgeon, seeing patients and training residents in New York City.

Dr. Ghosh stands committed to the health needs of underserved populations and keeps focus on the impact of economic downsizing on quality of care. He has authored numerous landmark publications and research presentations, including the most recent, "A National Health Agenda for Asian Americans and Pacific Islanders" (JAMA), which has garnered national recognition. His articles' findings have been presented before Congress and the White House and have energized collaborations among foundations, community-based groups, government, and academia. Other areas of research concentration include health communication and literacy, uninsured elderly, quality measurement, and ocular disease in diabetes.

After his undergraduate studies at Yale, Dr. Ghosh received his medical degree from the Medical College of Virginia and completed a chief residency in ophthalmology at Long Island Jewish Hospital/Albert Einstein College of Medicine. He served as a Commonwealth Fund Fellow in Minority Health Policy and received a Masters in Public Health from Harvard University, School of Public Health. The U.S. Public Health Service has awarded Dr. Ghosh a rare two Outstanding Service Medals, among its highest honors, for "groundbreaking policy research of national significance."

**Nirav Shah, M.D., M.P.H.****Commissioner of Health
New York State****Department of Health****Tuesday, September 20****11:30 AM—12:30 PM*****The Future of Rural Health Care***

Nirav R. Shah, M.D., M.P.H., is the 15th New York State Commissioner of Health. His nomination by Governor Andrew M. Cuomo was confirmed by the State Senate on January 24, 2011, making him the first Indian-American to serve as State Commissioner of Health as well as the youngest person named to the post. An expert in the use of systems-based methods to improve patient outcomes, Dr. Shah has been a leading researcher in the use of large-scale clinical

laboratories and electronic health records to improve the effectiveness and efficiency of care. He is a nationally recognized thought leader in the methods needed to transition to lower-cost, patient-centered health care for the 21st century. His vision for New York is a state where every resident has access to affordable health insurance coverage, high quality care, and early screening and other services to prevent chronic disease and improve overall health.

A native of Buffalo, Dr. Shah is an honors graduate of Harvard College and received his medical degree and master's degree in public health from the Yale School of Medicine. He was a Robert Wood Johnson Clinical Scholar at UCLA and a National Research Service Award Fellow at New York University. Dr. Shah is a fellow of American College of Physicians and the New York Academy of Medicine. He has served on the editorial boards of medical journals, has published more than 90 peer-reviewed articles, and has received more than \$4.5 million in research funding. He is certified in internal medicine by the American Board of Internal Medicine.

Policy Session—"Getting To The Point-Creating a Unified Advocacy Agenda For Rural New York"**Monday, September 19 1:45 PM—4:00 PM*****Presenters:*****Dr. Joe D. Francis, Director, Program on Applied Demographics, Cornell University****Jan K. Vink, Research Support Specialist, Program on Applied Demographics, Cornell University****Ann F. Monroe, President, Community Health Foundation of Western and Central New York****Maggie Elehwany, J.D., National Rural Health Association**

After hearing brief presentations from our 4 subject matter experts on the panel, this will be an interactive session involving audience participation. NYSARH wishes to engage its members through this dialogue to help craft the organization's advocacy agenda for use in Albany and Washington. Also, three (3) concurrent events in 2011 have great potential to inform and shape NYSARH's policy priorities in the coming year(s), namely: the 2010 Census; The NYS Medicaid Redesign Team recommendations and; reductions and/or realignments to health services (anticipated) in the federal budget.

General Session—"Shared Services in a Rural County: How it Happened in Chemung"**Tuesday, September 20 2:15 PM—3:15 PM*****Presenter: Tom Santulli, Chemung County Executive***

Seeing the need to streamline government operations and reduce unnecessary duplication of effort among local government entities, the Chemung County Shared Services Task Force was formed in 2005 comprised of representatives from both the public and private sector. Since that time Chemung County has entered into numerous shared service initiatives with local municipalities as well as private entities, including the opening of the County's Medicaid Medical Home. These initiatives have proven to reduce costs and improve efficiencies, while continuing to provide quality services to Chemung County citizens. Chemung County Executive, Tom Santulli, will provide insight into how this process has evolved in Chemung County.

**Day One:
Monday, September 19**

7:00 AM – 8:00 AM	Registration, Continental Breakfast
8:30 AM – 9:30 AM	Keynote: Chandak Ghosh, M.D., M.P.H.
9:00 AM – 5:00 PM	Exhibitor Hall Open
9:45 AM – 11:00 AM	Concurrent Session I
11:15 AM – 12:30 PM	Concurrent Session II
12:30 PM – 1:30 PM	Exhibitors' Luncheon
1:45 PM – 4:00 PM	Policy Session
4:15 PM – 4:45 PM	Annual Meeting

**Day Two:
Tuesday, September 20**

7:00 AM – 8:30 AM	Registration, Continental Breakfast
8:00 AM – 8:30 AM	New Board Member Meeting
8:30 AM – 9:45 PM	Concurrent Session III
10:00 AM – 11:15 PM	Concurrent Session IV
11:30 AM – 12:30 PM	Keynote: Nirav Shah M.D., M.P.H.
12:30 PM – 2:00 PM	Lunch: Awards Luncheon
2:15 PM – 3:15 PM	General Session—Tom Santulli, Chemung County Executive, Bachelor of Arts (BA) Degree in Sociology Master of Science (MS) Degree in Education



Concurrent Session I		Monday, September 19	9:45—11:00 AM
Health Systems Reform	Shared Services	Clinical	
<p>Building a Medical Home in the Adirondacks</p> <p>How does a small medical community sharpen its focus to meet the formidable challenges in today's health care world? Adirondack Medical Center and the physicians of the Tri-Lakes Region have embraced the patient-centered medical home as their vehicle for change. The concept of patient centered medical home continues to evolve, but the question of sustainability threatens to derail the process. The Adirondack Regional Medical Home Pilot Project answers the financial uncertainties of change by engaging practices, hospitals and insurers in an active partnership. Participants will discover how a patient-centered medical home can transform care management.</p> <p>Presenter: Mary Welch, BS Tri-Lakes Medical Home Administrator Adirondack Medical Center Elizabeth Buck, MD</p>	<p>The Empire State Public Health Training Center (ESPHTC): Enhancing the Rural Health Workforce Performance Using Distance Learning Technology</p> <p>Attendees will learn how the Rural Health Training Project of the ESPHTC supports the training needs of the rural public health infrastructure in NYS, particularly in medically underserved areas, such as rural communities through the use of technology and distance learning. This presentation discusses how the ESPHTC incorporates innovative web based distance learning opportunities for the rural public health workforce to engage in lifelong learning through short courses, certificate programs and continuing education credit programs. This session will include instruction in the use of electronic real time needs assessment technology and participation in a formal on-site needs assessment.</p> <p>Presenter: Dr. Don Rowe, PHD Director, Office of Public Health Practice and Liaison University of Buffalo, School of Public Health</p>	<p>Glens Falls Hospital—Care Transitions</p> <p>Glens Falls Hospital implemented a successful “Care Transitions” program to ensure a seamless transition between inpatient and outpatient care settings and reduce the 30-day readmission population. This was seen as an interim step to improve care across settings as we continue to develop a Community Care Management program as part of a Patient-Centered Medical Home. This initiative involved successfully engaging community providers, creating shared goals for our patient population and implementing processes to support and improved community care model.</p> <p>Presenter: Christine Freire, MSW Director Care Management Kathleen Dusek, AAS Medical Secretary AMS Quality & Compliance Manager Glens Falls Hospital</p>	

Concurrent Session II		Monday, September 19	11:15 AM—12:30 PM
Health Systems Reform	Shared Services	Clinical	
<p>Web-based Community Health Assessments and Report Cards Made Efficient</p> <p>Local health departments across the country are faced with increasing requirements to conduct community health assessments and community health improvement programs. This session will review the public health rationale for community health programs and then provide a demonstration of a practical system that is in use today in hundreds of communities to help promote evidenced based community health improvement. The Network of Care for Healthy Communities (NOCHC) will be demonstrated, and there will be discussion about how to use such tools in your community.</p> <p>Presenter: Bruce Bronzan, MA President, Trilogy Integrated Resources Deryk VanBrunt, DrPH President and CEO Healthy Communities Institute</p>	<p>Creating Healthy Places to Live, Work and Play/Cultural Diversity</p> <p>A) Arnot Ogden Medical Center was awarded an \$875,000 five-year grant to address obesity and diabetes in Chemung County. This session will discuss a “big-picture approach” to preventative health through diverse community partnerships and comprehensive needs analysis. Learn how to create a model for healthier communities through environmental, policy and systems change that increase physical activity and improve access to fresh fruits and vegetables.</p> <p>B) This course on cultural diversity/cultural competence provides strategies to treat patients in a healthcare setting and assists participants in communicating with patients from different cultures using proven techniques.</p> <p>Presenter: A) Rosemary Anthony, BSN, MSE, RN Community Health Program Coordinator B) Jennifer Rodriguez, MS, TTS Tobacco Cessation Program Supervisor Arnot Ogden Medical Center</p>	<p>Glens Falls Hospital—Girls on the Run</p> <p>Glens Falls Hospital has partnered with school districts throughout the region to establish and expand the Girls on the Run program. Girls on the Run is an experiential learning program combining 5K with lessons that encourage positive emotional, social, mental, spiritual and physical development. The mission is to educate and prepare girls for a lifetime of self-respect and healthy living. Short-term goals include enhanced self-esteem, increased physical activity, and healthier nutritional choices. This program has been implemented in 21 elementary schools, 3 middle schools, 2 area YMCAs with positive outcomes.</p> <p>Presenter: Jodi Brynes, BS Program Coordinator Glens Falls Hospital</p>	

Concurrent Session III Tuesday, September 20 8:30—9:45 AM

Health Systems Reform	Shared Services	Clinical
<p>Teambuilding 101</p> <p>At the end of this session participants will learn the basics in teambuilding. The session will teach: the three essential elements in building a team and what happens when these elements are missing. The session will teach what “teamkillers” are and how to prevent them. Participants will learn the 5R’s and how to apply them. The session will also teach participants the Betari Model and how to apply it to teambuilding. At the end of the session, participant will have a general understanding of the principles of leadership and teambuilding and the prevention of dysfunctional behaviors in a group environment.</p> <p>Presenter: Irving Lyons, Jr., AAS SUNY Regents Director, Cayuga Community Health Network</p>	<p>A Model TeleHealth Community-Based Geriatric Assessment Program Utilizing Comprehensive Care Management</p> <p>This session traces the evolution of a comprehensive Geriatric Assessment Program (GAP) in a rural community coupling the expertise of a geriatrician through telemedicine with the effective interventions of a professional Geriatric Care Manager. GAP emphasizes individualized patient-centered care, focusing on patients identified with geriatric syndromes. The presenters discuss patient, community, and system impact of this model program, as well as lessons learned and future issues. It also examines the power of an individual care manager to maneuver existing organizational silos and navigate through various vertical systems, flexing the care management role to provide the greatest patient benefits.</p> <p>Presenters: Denise Washburn, MA, Care Manager GAP Cheryl Fontaine, Geriatric NP, GAP Marya Vande-Doyle, BA</p>	<p>Suicide Talk—A time for Rural Awareness</p> <p>This session is a rural community oriented program exploring issues in suicide prevention. Suicide is regarded as a serious public health or mental health problem. This program challenges the participants to break a long standing tradition of avoiding the community health consequences of suicide. We will conduct awareness exercises, asking about suicide, exploring life sustaining resources, and explore suicide prevention activities. These activities will be conducted with safety in mind as the exploration of suicide can be challenging in many way. The presenters are ASIS trained suicide prevention specialists, and will use positive framing to insure a sense of safety.</p> <p>Presenters: George Roets, RN, MS Director of Public Health & Community Health Services Christopher Burns, MS Ed Corporate Compliance Officer Schuyler County Health Services</p>

Concurrent Session IV Tuesday, September 20 10:00—11:15 AM

Health Systems Reform	Shared Services	Clinical
<p>Emergency Management Services Systems in New York State</p> <p>This session will give a brief history of the Emergency Management Services system in New York State and describe the current system and a statewide look at pre-hospital care and response capabilities. We will focus on the Medical Orders for Life Sustaining Treatment (MOLST). We will discuss the purpose of the MOLST, how to obtain and execute its treatments and limits to therapies and also the role of EMS in the context of the MOLST form.</p> <p>Presenter: Lee Burns, BS and EMT Acting Director Bureau of Emergency Medical Services New York State Health Department</p>	<p>Health System Specialist, VA Healthcare Upstate New York</p> <p>This session will consist of a panel presentation where attendees will learn about the Department of Veterans Affairs (VA) healthcare system and the rural Veteran population in New York State; they will also learn how to identify Veterans in the rural community. Attendees will also have the opportunity to learn about VA rural health initiatives in Integrated Primary Care, Telehealth Services, and Transportation. Attendees will discuss with VA presenters ways to link VA services with their own programs and develop additional local resources.</p> <p>Presenters: George Basher, BS Christopher Pretteys Michelle LaRock, BS Health Systems Specialists, VA Upstate NY</p>	<p>Chronic Disease Self Management Program</p> <p>The speakers will discuss the dissemination of the Chronic Disease Self Management Program (CDSMP) through the eyes of a Rural Health Network. The speakers will provide an overview of the program and its core components, the evidence-base, and statewide effort to disseminate it and its sister programs with support from the Administration on Aging. As part of this effort, several Rural Health Networks have joined in the implementation of the CDSMP. This presentation will feature one of those RHNs discussing its strategies for recruiting and marketing and developing program capacity and sustainability over the course of three years.</p> <p>Presenter: Mari Brick, MA, Associate Director Quality & Technical Assistant Center, State University of Albany, Kelli Mannon, MS, Director Steuben RHN</p>

Exhibitor Luncheon

Monday, September 19

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

Awards Luncheon

Tuesday, September 20

Join us for lunch 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/Bike

Tuesday, September 20

Enjoy the walk around beautiful Mirror Lake and give your body a boost during a jog/walk/bike in support of NYSARH.

Wine Tasting

Monday, September 19

Enjoy wine tasting and catered hors d' oeuvres at a local winery. Cost \$20; limited to 65 people.

Olympic Complex Tour

Monday, September 19

Enjoy a special NYSARH guided tour of one of the Olympic Complexes. Cost \$20; includes hors d' oeuvres.



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, 2011)..... \$200
- NYSARH Members registering on and after August 14, 2011..... \$250
- Non-NYSARH Member Early Bird Discount (postmarked by August 13, 2011).....\$275
- Non-NYSARH Member registering on and after August 14, 2011.....\$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 2011 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

Awards Luncheon Choice

- Check one:
- Chicken Florentine: sautéed boneless chicken breast with baby spinach, Gruyere & Veloute sauce
 - Baked Vegetable Lasagna: ricotta & mozzarella cheese, garden vegetables, and Tomato basil sauce

- Yes, I will participate in the:
 - Walk/Jog/Run/Bike
 - Wine Tasting (cost \$20)
 - Olympic Complex Tour (cost \$20)
- I am interested in serving on the 2012 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 \$ _____
 Networking Event \$ _____
 Amount Due \$ _____

Make checks payable to:
 NYSARH
 50 Orchard Drive
 Big Flats, NY 14814
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.

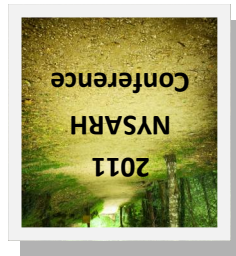
Questions?

Contact Kathy Carpenter
 (607) 562-2169 info@nysarh.org

High Peaks Resort
2384 Saranac Ave., Lake Placid, NY
(518) 523-4411
www.highpeaksresort.com



Conference attendees are responsible for making their own hotel reservations. The guest room rate is \$130 for single or double deluxe accommodations — plus applicable taxes. 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 22, 2011, 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.



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