



*6th Annual Conference on Rural Health  
September 12-14, 2007*

*Hilton Lake Placid Resort  
Lake Placid, New York*

*Swifter...Higher...Stronger*

# Swifter...Higher...Stronger

Dear Members and Colleagues,

On behalf of the Board of Directors of the New York State Association for Rural Health (NYSARH), we invite you to our Sixth Annual Conference on Rural Health to be held September 12-14, 2007 at the Hilton Lake Placid Resort in scenic Lake Placid, New York. We hope you will join leadership from over 200 organizations statewide in the fields of health, education, business, and government as we discuss the future of rural health in New York State.

This year's conference promises to be a rewarding and uplifting event. Based on the Olympic Games motto, our theme of **Swifter...Higher...Stronger** encapsulates the focus of the workshops and general sessions to be presented:

- Striving for a **swifter** response to the needs of rural communities
- Reaching for **higher** rural health care quality and accessibility
- Uniting to create a **stronger** voice for rural health

We are excited to be joined by nationally-known speakers, key legislators and prominent health care leaders from across New York State. Dr. Bob Paeglow, recently featured on the CBS Evening News, ABC's Good Morning America and in People Magazine, and Dr. William H. Thomas, international authority on geriatric care, will provide our keynote addresses. Dr. Richard Daines, New York State Health Commissioner, has been invited to open the 2007 Policy Forum, as well as Senator George H. Winner and Daniel Gundersen, Upstate Economic Development "Czar."

The conference will be highlighted by several excellent networking opportunities, including a casual, activity-based "recre-ception" held in the fabulous Olympic Center, and an Awards Dinner recognizing exceptionally dedicated individuals and organizations.

The Sixth Annual Conference on Rural Health will provide a forum to discuss issues that affect the health, welfare, and well-being of rural New York residents with others who share NYSARH's mission. Your participation will affirm your commitment and dedication to the advancement of health issues in New York State's rural communities.

We look forward to seeing you at this very important conference.

Sincerely,

Barry Brogan, NYSARH President

Patty Bishop, NYSARH Conference Chairperson

## KEYNOTE AND PLENARY SPEAKERS



**Dr. Bob Paeglow**

*Courage to Change the World*

Thursday, September 13, 2007

9:00 a.m. – 10:00 a.m.

Dr. Bob Paeglow believes in and actively promotes the idea that through courage, dedication and faith one person can make an "extreme" difference, thereby helping to change the world. Dr. Bob feels that the art of medicine is as important as the science, and that understanding the needs and hopes of the individual is as important as treating their pain and suffering.

Dr. Bob is the founder of Compassion in Action/Koinonia Primary Care located in Albany, New York. The center offers health services to underserved communities of the Capital Region, an environment where few residents can afford any type of medical insurance. Every person served is treated with dignity and respect, regardless of their ability to pay.

In addition to founding Compassion in Action/Koinonia Primary Care, Dr. Bob Paeglow has also touched the lives of countless people worldwide. In 1994, Dr. Bob went on his first medical mission to war-torn Mozambique. What he experienced there inspired his deep commitment to the care of the underserved. Through the years, he has led teams of medical students and residents on 22 medical missions to parts of Africa, the Caribbean, and Central America with the hope that someday they too will dedicate themselves to serving others in need. Dr. Bob Paeglow is the recipient of the AAMC Humanism in Medicine award and was featured nationally in People Magazine's "Hometown Heroes" and on Good Morning America and the CBS Evening News sharing his stories of hope, inspiration and miracles.



## Marsha Brand, PhD

### *Federal Outlook on Rural Health*

Thursday, September 13, 2007

Annual Awards Dinner, 6:30 p.m. – 8:30 p.m.

Dr. Brand will provide an overview of federal issues, programs and policies and their impact on rural health. As director of the Office of Rural Health Policy, Dr. Brand is responsible for health policy, research, and grant activities that promote better health care services in rural America. Working with a staff of 29 in an office established by Congress in August 1987, Brand oversaw a \$168 million budget in 2005. The office advises health and human services on matters affecting rural hospitals and health care, coordinates related health and human service activities, and maintains a national Rural Assistance Center as the department's "single point of entry" for rural health inquiries.



## James R. Knickman, PhD

### *What Roles Can Philanthropy Play in Advancing Efforts to Improve Health in Rural Areas?*

Friday, September 14, 2007

9:00 a.m. – 10:15 a.m.

Philanthropies in America adopt very distinct strategies to advance social well-being. Community foundations often provide direct support for services to selective organizations. Other private foundations attempt to build capacity, launch new initiatives, support innovation, or serve catalytic roles to bring about system improvement (an approach often termed strategic philanthropy). This presentation will discuss the strategy being adopted by the New York State Health Foundation, with special attention to how the foundation hopes to be a positive force in improving the health of New Yorkers living in rural communities.

Dr. Knickman is the first President and Chief Executive Officer of the New York State Health Foundation (NYSHealth). The Foundation focuses on three areas: expanding insurance coverage for New Yorkers, improving access to high quality health care, and supporting communities to improve public health. Prior to joining NYSHealth, James Knickman was Vice President for Research and Evaluation at The Robert Wood Johnson Foundation in Princeton, New Jersey, where he currently serves as Chair of the Board of Directors.



## William H. Thomas, MD

### *What Are Old People For?*

Thursday, September 13, 2007

1:00 p.m. – 2:00 p.m.

This talk explores Americans' misunderstanding of age and longevity. Dr Thomas offers an antidote to the dominant "declinist" vision of aging and shows how a new understanding of elderhood can radically transform our world.

Dr. Thomas is an international authority on geriatric medicine and eldercare. He currently serves as president of The Center for Growing and Becoming, Inc., a not-for-profit organization dedicated to promoting and developing constructive, holistic approaches to aging and the care of our elders. He is the founder of The Eden Alternative, a global non-profit organization committed to improving the care received by people living in institutions. Dr. Thomas developed the Green House, a radically new approach to long-term care.

Dr. Thomas has published several books including *What Are Old People For? How Elders Will Save the World*, which was named "Book of the Year" in 2005 by the American Medical Writers Association. Dr. Thomas was chosen by US News World Report Magazine as one of "America's best leaders."

# Swifter...Higher...Stronger

## POLICY FORUM

**New York State Rural Health Restructuring: *Opportunity for Renewal***  
Wednesday, September 12 1:00 p.m. – 4:45 p.m.

**Presenters:** Dr. Richard Daines (*invited*); Daniel Gundersen (*invited*); Assemblyman David Koon; Dr. John Ruge; Mr. Elliott Shaw; Dr. William Streck; Senator George H. Winner, Jr. (*invited*)

The rural health care delivery system is vital to the physical and economic well-being of our communities. Invited speakers Dr. Richard Daines, New York State Commissioner of Health, and Daniel Gundersen, Upstate Economic Development “Czar,” will discuss opportunities for restructuring rural health and renewing the Upstate economy.

Our system is faced with dramatic structural changes at all levels. We must identify and implement feasible rural models of delivering services in rural New York, with a greater emphasis on primary care and prevention. Leading rural health policy experts and practitioners Dr. William Streck, Dr. John Ruge, Mr. Elliott Shaw, and Chairs of the Legislative Commission on Rural Resources, invited speaker Senator George H. Winner, Jr. and Assemblyman David Koon will discuss the challenges and opportunities facing rural New York’s health care delivery system. The voices of rural health must be heard. Today’s vision is tomorrow’s destiny, and it is ours to shape.



## CONCURRENT SESSIONS: Health Workforce Track

**Understanding Health Workforce Imbalances in NYS: *Findings from Recent Studies***  
Thursday, September 13 10:30 a.m. – 12:00 p.m. Presenter: Jean Moore

New York’s health care system is dependent upon qualified personnel. Access to care, quality of care and cost of care are all affected by the availability of a competent health workforce. Timely data on the supply, distribution, education and use of health workers are critical to the development of effective health workforce policies and programs. This presentation will describe some of the recent research conducted by the Center for Health Workforce Studies to better understand the health workforce issues facing New York, particularly in rural regions of the state.

Jean Moore, MSN, BSN, has served as the Director of the Center for Health Workforce Studies at the SUNY Albany School of Public Health since 2003. Prior to that, she was Deputy Director of the center for three years and worked as principal project staff for studies focused on the supply, demand, use, and education of the health workforce, including physicians and registered nurses.

**Caring for Everyone: *The Rural Workforce***  
Thursday, September 13 2:30 p.m. – 4:30 p.m. Presenter: Thomas Rosenthal, M.D.

The U.S. health care industry is collapsing under its own expense. Rural communities already have a model system of health care based on essential patient needs and flexibility across professions. Workforce projections struggle to balance the future needs of today’s health industry with the real needs of Americans. Dr. Rosenthal will focus on workforce planning and will discuss models that integrate personal care with access to technology and health promotion.

Dr. Rosenthal practiced in rural New York State in the 1980’s and served as medical staff president of a rural hospital. He is the editor of the *Journal of Rural Health*, author of a geriatrics textbook, and contributes a chapter to the regularly updated reference book, “Health Care Delivery in the United States,” by Kovnor and Knickman. Dr. Rosenthal is currently professor and chair of the Department of Family Medicine at the University at Buffalo and the director of the NYSAHEC System.

**Tough Choices or Tough Times: *An Analysis of the Skills of the Emerging American Workforce***  
Friday, September 14 10:30 a.m. – 12:00 p.m. Presenter: Tom Hadlick

American workers are competing on an even playing field with workers from around the world in basics like reading, writing, math and science. While our international competitors are becoming increasingly better educated, American workers are falling behind. If these trends continue the American standard of living will drop swiftly and dramatically with devastating impact on all sectors of society. How did we get here? How can we reverse these trends?

Tom Hadlick is the Director of the WorkKeys Center at University College of Syracuse University. The Center provides job analysis, skill assessment and training programs for business, industry and schools. He is also a program evaluator for the Research, Evaluation and Development Group, a private consulting firm.

## CONCURRENT SESSIONS: Health Information Technology Track

Continuing education credits will be applied for

### Health Information Technology – HIT 101

Thursday, September 13

10:30 a.m. – 12:00 p.m.

Presenter: Ken Oakley, PhD

The rapid advances in health care technologies and the declining costs of implementation of these technologies make it extremely viable for their application in rural health care. This HIT 101 course will provide an overview of the health information technologies relevant to rural health care, with a particular emphasis on the HIT projects currently underway or being planned in New York State. The course will set the stage for the panel presentation, discussion and hands-on open lab and demonstration in the subsequent concurrent sessions.

Dr. Oakley is the CEO for both the Lake Plains Community Care Network and the Western NY Rural AHEC. He holds adjunct faculty appointments as Research Assistant Professor with the University at Buffalo's Department of Family Medicine and School of Public Health.

### Health Information Technology – HIT Panel Presentation & Discussion

Thursday, September 13

2:30 p.m. – 4:30 p.m.

#### Panel Topics & Members:

*Rural Healthcare Technology Challenges and Opportunities*- Ken Oakley, PhD

*Healthcare Data Exchange Standards and EMR Applications*- TBD

*Teletstroke Project: Challenges, Successes, Lessons Learned*- Dr. Nelson Hopkins, Kaleida Health, Buffalo NY

*RIS-PACS*- Steve Northrup, Blue Heron Consulting

*Rural Healthcare Technology Infrastructure Development and FCC Rural Healthcare Grant Funding*- Timothy Lance, President & Board Chairman, NYS Education & Research Network, NYSERNET

This panel presentation and discussion will assemble experts with the knowledge and experience in a wide array of health information technologies. Each panel member will present on their specific area of HIT expertise. The presentation will be followed by an interactive discussion between the panel members and the audience on the topics presented.



### Health Information Technology – HIT Open Lab & Demonstration

Friday, September 14

10:30 a.m. – 12:00 p.m.

This hands-on open lab and demonstration session will follow-up on the previous HIT concurrent sessions, and provide the participants a hands-on interactive demonstration of a working model of the HIT systems discussed in the earlier sessions. The focus of this session is to provide participants with a clear understanding of how HIT systems can be integrated and implemented for access to cost-effective and efficient health care in rural communities.

#### Open Walk-in Lab and Demonstration

- Telemedicine Systems, Telemedicine Diagnostic Devices (General Exam Camera, Digital Stethoscope, Digital EKG), EMR, Radiological Information Systems
- Clinical scenarios that will allow participants to appreciate the role of integrated HIT systems in rural healthcare
- Q&A with vendors and users including Joseph Diorio (Tandberg Healthcare Systems), Debbie Jeffries (AMD Telemedicine) and a representative from Blue Heron

## CONCURRENT SESSIONS: Leadership/Sustainability Track

### Return on Investment: The Key to Non-Profit Sustainability

Thursday, September 13

Part I, 10:30 a.m. – 12:00 p.m.; Part II, 2:30 p.m. – 4:30 p.m.

Presenter: Tom Ralser

This session describes the transformation process used to move organizations from a charity mindset to one of sustainable investment. This strategy has been used in over 250 successful funding campaigns across the country, and requires moving beyond outcomes to actually demonstrating the value of the outcomes to those you are asking to invest in your organization. This session will introduce the Organizational Value Proposition concept as a tool for strategic planning, program development, and fundraising.

Tom Ralser is the founder of Capital Strategists Group. He has personally worked with nonprofits in 48 states on over 300 funding projects. His work has ranged from national corporate sponsorships to state-wide economic development campaigns to local human services efforts. His background in finance and the corporate world finds him working with many nonprofit organizations on sustainability plans. These plans have been put into practice by over 40 nonprofits in the past three years with amazing results.

### Leading Others, Managing Yourself

Friday, September 14

10:30 a.m. – 12:00 p.m.

Presenter: Peter McGinn, PhD

Effective leadership requires a would-be leader to develop strong and dynamic relationships with other people. In this presentation, Dr. McGinn shares personal stories and lessons learned as a psychologist and as a health care CEO. He recommends general principles that participants can test in their own leadership efforts. The goal is to help participants become more effective leaders by becoming more self-aware and other-aware.

Dr. McGinn is president of Leadership Impact, LLC, a company that helps make leaders and organizations more effective. He received his Ph.D. in Psychology from the Johns Hopkins University and later served as Vice President for Human Resources at the Johns Hopkins Health System. Peter began his healthcare career as a psychologist in a rural Michigan hospital. His last position in healthcare was as President & CEO of United Health Services, an urban/rural healthcare system headquartered in Binghamton, NY.

# Swifter...Higher...Stronger

## 2007 NYSARH Conference Schedule

### Wednesday, September 12

10:00 a.m. - 4:00 p.m.: Registration  
10:30 a.m. - 11:45 a.m.: NYSARH Annual Meeting  
12:00 p.m. - 1:00 p.m.: Lunch  
1:00 p.m. - 2:00 p.m.: Opening Speech- Invited speaker: Richard Daines, MD  
2:00 p.m. - 3:15 p.m.: NYSARH Policy Forum  
3:15 p.m. - 3:30 p.m.: Break  
3:30 p.m. - 4:45 p.m.: Policy Forum Continues  
5:00 p.m. - 7:00 p.m.: *Recre-ception* at Olympic Center  
7:00 p.m.: Dinner on your own

### Thursday, September 13

7:30 a.m. - 5:00 p.m.: Registration  
7:00 a.m. - 9:00 a.m.: Breakfast  
8:30 a.m. - 6:00 p.m.: Exhibitors Hall Open  
9:00 a.m. - 10:00 a.m.: Keynote Speaker- Robert Paeglow, MD  
10:00 a.m. - 10:30 a.m.: Break  
10:30 a.m. - 12:00 p.m.: Concurrent Sessions  
*Health Workforce Track: Understanding Health Workforce Imbalances in NYS*  
*Health Information Technology Track: HIT 101*  
*Leadership/Sustainability Track: Return on Investment, Part I*  
12:00 p.m. - 1:00 p.m.: Lunch  
1:00 p.m. - 2:15 p.m.: Keynote Speaker- William Thomas, MD  
2:15 p.m. - 2:30 p.m.: Break  
2:30 p.m. - 4:30 p.m.: Concurrent Sessions  
*Health Workforce Track: Caring for Everyone- The Rural Workforce*  
*Health Information Technology Track: HIT Panel Presentation & Discussion*  
*Leadership/Sustainability Track: Return on Investment, Part II*  
4:30 p.m. - 6:00 p.m.: Exhibitor Reception  
6:30 p.m. - 8:30 p.m.: Awards Dinner

### Friday, September 14

7:00 a.m. - 8:30 a.m.: Breakfast & Walk/Jog/Run  
9:00 a.m. - 10:15 a.m.: General Session- James Knickman, MD  
10:15 a.m. - 10:30 a.m.: Break  
10:30 a.m. - 12:00 p.m.: Concurrent Sessions  
*Health Workforce Track: Tough Choices or Tough Times*  
*Health Information Technology Track: HIT Open Lab & Demonstration*  
*Leadership/Sustainability Track: Leading Others, Managing Yourself*



## Hotel Accommodations at the Hilton Lake Placid Resort

Conference attendees are responsible for making their own hotel reservations. To receive the special conference rate of \$129 per night, you must indicate that you are with the NYSARH conference. The reservation deadline for this rate is **Monday, August 13, 2007**. For Conference attendees who wish to remain in Lake Placid on Friday, September 14, the Hilton is offering a room-only rate of \$149 for Friday night only. Reservations may be made by calling the Hilton Lake Placid Resort at 1-518-523-4411, 1-800-HILTONS, or by visiting [www.lphilton.com](http://www.lphilton.com). Hotel check-in time is 4:00 p.m. and check-out is 11:00 a.m.

# REGISTRATION FORM

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Email \_\_\_\_\_ Phone \_\_\_\_\_  
 Company \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### Conference Registration Fees

- \$275 Early Bird Discount for NYSARH members registered by July 27, 2007.
- \$325 NYSARH members registering after July 27, 2007.
- \$375 Non-member registration fee.

To become a 2007 member of NYSARH or renew a current membership at 2006 rates please include the applicable fee stated below with the conference registration:

- Organizational one year membership rates are based on agency revenue listed below:
  - \$125 (less than \$99,999)
  - \$140 (\$100,000 - \$249,999)
  - \$150 (\$250,000 - \$499,999)
  - \$160 (\$500,000 - \$999,999)
  - \$175 (\$1 million - \$2.9 million)
  - \$200 (\$3 million and over)

- Individual one year membership rate \$40

*Please complete below if joining NYSARH*

Membership Type:  Organizational  Individual  Information same as above

Name	Agency	Title
Address	City/State/Zip Code	County
Phone	Fax	Email

### Awards Dinner Meal Choices *(Please choose one)*

- Sirloin Steak:**  
12 oz NY Cut Sirloin w/Mushroom Caps and Béarnaise sauce
  - Pink
  - Well
- Wok char Salmon:**  
Asian rub, served w/Honey Ginger Glaze
- Chicken Marsala:**  
Sautéed Breast of Chicken w/Cream & Mushrooms in Marsala Wine
- Stuffed Eggplant:**  
Eggplant w/Marinara Sauce and a Vegetable Medley
- Will participate in the Walk/Jog/Run event

- NYSARH Champions:** NYSARH also welcomes organizations and individuals to support the conference through a monetary gift in an amount of your choosing. All Champions will be recognized in the conference binder as well as in the NYSARH annual report (distributed to over 250 people statewide!) Please join with others as we champion the vital cause of rural health across New York.

### Summary of Charges

Registration \$ \_\_\_\_\_

Membership New/Renewal \$ \_\_\_\_\_

NYSARH Champion \$ \_\_\_\_\_

Total \$ \_\_\_\_\_

**Payment Method** (please check):  Check  MasterCard  VISA

Card Number \_\_\_\_\_ 3-digit code \_\_\_\_\_

Cardholder's Name \_\_\_\_\_ Exp. \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Phone Number \_\_\_\_\_

**Make check payable to: NYSARH**

Mail to: 10 Kennedy Parkway, Cortland, NY 13045, Attn: Conference Registration  
 Phone: 607.756.1090, Fax: 607.756.1092, email: pwalts@cnyahec.org

# Swifter...Higher...Stronger

## SPECIAL EVENTS:

*Wednesday, September 12*

*Reception at the Olympic Center 5:00 p.m. - 7:00 p.m.*

Have you ever wondered what it would feel like to play hockey on the same ice where the 1980 U.S. Hockey team won the gold? Find out by joining your colleagues at the fabulous and historic Olympic Stadium for this one-of-a-kind reception. Organize teams for curling, ice skating, luge and ice hockey activities. Experience the thrill of hitting the puck as your "teammates" cheer you on! Or, just come for the networking and enjoy some delicious hors d'oeuvres. Dress is casual.

*Thursday, September 13*

*Exhibitor Reception*

*4:30 p.m. - 6:00 p.m.*

An excellent opportunity to showcase your organization's role in rural health development and connect with other agencies, organizations and individuals who share NYSARH's mission.

*Awards Dinner*

*6:30 p.m. - 8:30 p.m.*

Enjoy a delicious dinner and listen to notable speaker Dr. Marcia Brand as we recognize those individuals and organizations that have made outstanding contributions to rural health in New York State. Business attire is appropriate for this event.

*Friday, September 14*

*Walk/Jog/Run*

*7:00 a.m. - 8:30 a.m.*

Enjoy scenic Lake Placid and give your body a boost during a walk/jog/run around Mirror Lake in support of NYSARH! T-shirts will be given to the first 50 registrants!



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New York State Association for Rural Health  
**NYSARH**