



TEXAS
RURAL HEALTH
ASSOCIATION

Annual Conference Program
November 17-18, 2014

A Rural Health State of Mind

Featuring the Texas Agromedicine Workshop



**REGISTER
NOW!**

Hilton Fort Worth
815 Main St.
Fort Worth, Texas 76102

Register online at <http://bit.ly/2014TRHA>

Hotel Reservations: (817) 870-2100 / Room Rate: \$139 (single/double)
Hotel Deadline: November 7, 2014

President's Message

The Texas Rural Health Association will be holding its 2014 Annual Conference in downtown Fort Worth, November 16-18 and we're again inviting a broad audience of stakeholders to discuss the many challenges that rural health care providers and rural community leaders are facing.

Our theme is 'A Rural Health State of Mind.' It takes a special commitment and dedication to help preserve the rural way of life and healthcare is foundational to a thriving rural community. This year we will explore the many facets of success among rural health providers and programs and also how implementing best practices can help drive the improvement of health and increase community support and engagement in rural areas. When people are in the right state of mind, they can do remarkable things! We invite you to come and learn, network and celebrate National Rural Health Day with TRHA.

Throughout the TRHA Annual Conference, we will explore numerous opportunities to help rural communities to succeed in sustaining and growing their health care system. Quality education sessions, knowledgeable exhibitors and networking opportunities are scheduled throughout the event. You'll enjoy easy access to timely and targeted information! Best of all, you can get this at one time and in one place.

Please plan to be a part of the **2014 TRHA Annual Conference**. Please come prepared to network and discover how working together can strengthen our rural communities and bring peace of mind for years to come.

Sincerely,

John R. Bowling, DO, FACOFP dist.
TRHA President



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Resources & Awards

TRHA's annual awards for individuals, programs or communities that have made a difference in rural health care.

The Texas Rural Health Association's annual awards will be presented during the Texas Rural Health Association's Awards Luncheon at the Hilton Fort Worth on Monday, November 17, 2014. We look forward to hearing about all the great work that is being done to enhance and improve rural health care in Texas.

TRHA's trade show offers a friendly showcase with the resources and information you need to succeed.

The trade show continues to attract the best possible partners for rural hospitals and other providers. Our exhibits offer a wide selection of products and services designed to meet your needs. These companies are eager to work with you!

Register online at <http://bit.ly/2014TRHA>

2014 TRHA Annual Conference

Attendee Registration Form

This registration form is for attendees ONLY. All other participants may attend the conference only as an exhibitor and/or as a sponsor (refer to the Exhibitor & Sponsor Opportunities for more information).

TO REGISTER: You may pay by check or credit card. Your registration cannot be processed without payment in full. Registrants unable to attend may send an alternate; please notify TRHA of any changes prior to the event. For cancellation, notify us in writing prior to October 24. Refunds, minus a \$25 processing fee, will be available for notices received by this date. No refunds will be issued for cancellations received after this date. TRHA reserves the right to cancel or reschedule the event if deemed necessary; or should a situation beyond the control of TRHA arise to prevent holding the conference, TRHA will not be held liable for any expenses incurred by the registrants, except for the registration fee, which would be refunded. For questions regarding registrations, please contact Gina Richardson at (512) 615-6266 or email at gina@torchnet.org.

TRHA ANNUAL CONFERENCE

\$199 MEMBER (per person)

\$259 NON-MEMBER (per person)

\$50 STUDENT (per person)

AGROMEDICINE WORKSHOP

\$125 HEALTHCARE PROFESSIONALS (per person)

\$75 RESIDENTS/STUDENTS (per person)

Total Amount Enclosed: \$ _____

Mail check made payable to TRHA and mail to: TRHA, PO BOX 203878, Austin, TX 78720-3878.

If paying by credit card, please complete the form below. If submitting by fax, please send to (512) 873-0046.

Badge Name: _____

Title: _____ Email: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

To Pay By Credit Card:

VISA: MC: AMEX: DISCOVER: Exp Date: _____ Security Code: _____

Credit Card Number: _____

Company Name: _____

Person Authorized to Charge: _____

Signature Authorizing Charge: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

E-mail Address: _____

Mail or fax form to TRHA: TRHA, PO BOX 203878, Austin, TX 78720-3878. If submitting by fax, please send to (512) 873-0046.

TRHA Conference Agenda

Sunday, November 16, 2014

7:00 pm Kick Off Reception

Come join us at the beautiful Reata Restaurant rooftop bar for a relaxing reception celebrating both National Rural Health Day and the 2014 TRHA Annual Conference.

Monday, November 17, 2014

7:00 am Breakfast with Exhibitors

8:00 am Opening Session – Medical Practice in America: Past, Present & Future with Kurt Mosley

How has medical practice evolved over the last 100 years? What are the prevailing characteristics of medical practice today, and where is medical practice headed in the future? These and related questions are addressed in this timely and thought provoking presentation by a healthcare staffing expert. Come hear about the roots of medical practice in the U.S. and how we can use this knowledge to meet the needs and issues facing rural communities.

9:00 am Session – Successful Rural Health Communications Campaigns with Dr. Tricia Burke and Dr. Melinda Villagran

This presentation will focus on telling your organization's 'story' effectively, in order to enhance the relationships you have with your partners and stakeholders and to increase your chances of creating successful health campaigns that will impact your external audience. This session will provide some basic information about effective communications strategies and uses examples that will be relevant to all rural health providers and organizations.

10:00 am Break in Exhibit Hall - Drawing for Gift Card

10:30 am Session – At The Crossroads: The Intersection of Agromedicine and Rural Health with Kelly J. Donham, Director, Iowa's Center for Ag Safety & Health

Dr. Donham helped design a renowned agricultural training program at the University of Iowa and uses his background and education in veterinary medicine to improve safety for agricultural workers, healthcare providers and rural communities. As an award-winning leader in the field, Dr. Donham will be sharing the introduction to his workshop with our conference attendees and explaining how rural health and agromedicine intersect.

11:30 am TRHA Awards Luncheon

12:45 pm Dessert in the Exhibit Hall

1:30 pm Session – The Community APGAR Model: A Tool for Improving the Recruitment and Retention in Rural Communities with Dr. David Schmitz

Most people know about the APGAR test for newborn assessment. What if there was a similar test for hospitals to assess their readiness for recruiting physicians? Come hear about a new, data-driven approach that incorporates the whole community and encourages the self-improvement necessary to better recruit high-value healthcare professionals to rural areas - and make certain they stay long-term!

TRHA Conference Agenda

Monday, November 17, 2014 Continued

- 2:15 pm** **Session – Lessons Learned and Future Directions for the 1115 Waiver Activities in Rural Texas with Lisa Kirsch**
The 1115 Waiver has been the grandest experiment in healthcare policy that our state has seen in a long time. Now halfway through, the leaders of this effort have convened the providers involved to assess the outcomes and best practices so far. Come see how rural providers have fared under the current healthcare transformation effort and what the future may hold for rural communities during the next generation of the waiver.
- 3:00 pm** **Break/Poster Presentations in Exhibit Hall**
- 3:30 pm** **Session – Legislative Roundtable with State Representatives Drew Springer and J.D. Sheffield and House Committee on Public Health General Counsel, Preston Streufert**
This coming legislative session will again include the promotion of countless policies and legislation related to healthcare service delivery in rural Texas. Come and find out how some of our state's leading policymakers plan to address health issues in general and rural health needs specifically in this preview of the legislative session that will commence in mid-January.
- 4:30 pm** **Reception in Exhibit Hall – Drawing for Gift Card**

Tuesday, November 18, 2014

- 7:30 am** **Breakfast/Membership Meeting**
- 8:30 am** **Session – Rural Health in Practice: Invited Presenters Selected by the TRHA Academic Advisory Panel**
This series of presentations involves various aspects of rural healthcare policy and practice, hand –selected by leaders in the rural health academic community. The sessions will summarize research and programs aimed at better understanding and addressing the healthcare concerns in rural areas and will be followed by Q&A with the researchers and providers involved.
- 9:30 am** **Session – Telemedicine: Transforming the Delivery of Healthcare with Debbie Voyles**
Utilizing technology to solve access to care issues in rural areas is becoming easier and more affordable. The TexLa Telehealth Resource Center is a federally funded program that provides guidance for anyone interested in developing or expanding an existing program or who has general telemedicine/telehealth questions. Come see how telemedicine can enhance access to care in your local community.
- 10:30 am** **Session – A Rural Health State of Mind, Body and Soul with Amy Elizondo, NRHA Vice President, Program Services**
When you deal in rural healthcare, you deal with real people and you know them really well, but making them well is a different story. How can we take what is best about rural communities and use it to improve the overall health of our population, strengthen our providers and preserve our quality of life? In this closing session, we will explore what it means to treat the whole person and to use the power of rural to lead by example when it comes to healthcare.
- 11:30 am** **Closing Remarks – Dr. Bowling and Si Cook – Final Drawing for NASCAR Tickets**

Agromedicine Workshop

The University of Texas Health Northeast will present two 7-hour agricultural medicine training programs in conjunction with the Texas Rural Health Association! Content will be delivered over two years during the TRHA annual conference. Hundreds of rural physicians, nurses, veterinarians, healthcare professionals, health educators and medical students/residents have received this premier educational experience over the last 40 years. Originally developed by Iowa's Center for Agricultural Safety and Health (I-CASH), the curriculum has been adapted to reflect the distinct essence of rural Texas and is taught by regional faculty, as well as the program's pioneer, Dr. Kelley Donham.

The objective of this program is to train a broad array of healthcare providers with the basics of anticipation, recognition, diagnosis, treatment, and most importantly, the prevention of occupational and environmental illnesses and injuries within Texas rural and agricultural communities.

Continuing Education provided for this training will include Continuing Medical Education credits for MD and DO, Continuing Nursing Education credits and CE for DVM.

Program Agenda (Session 1)

Again, this content will be delivered over 2 years. Session I will occur in conjunction with the 2014 TRHA Annual Conference and Session II will be held in 2015. Future sessions will alternate in subsequent years.

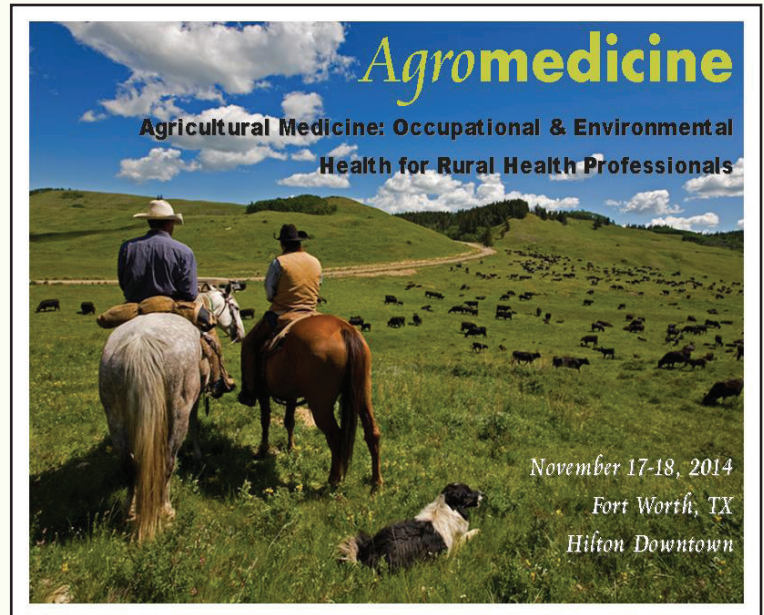
Monday, November 17, 2014

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| 10:00 am | Registration and Pre-Test |
| 10:30 am | At the Crossroads: The Intersection of Agromedicine and Rural Health |
| 11:30 am | TRHA Awards Luncheon |
| 12:45 pm | Dessert in the Exhibit Hall |
| 1:30 pm | Agromedicine Introduction |
| 2:00 pm | Southwest Agriculture Overview |
| 2:30 pm | Special Risk Populations in Agriculture |
| 3:00 pm | Break in the Exhibit Hall |
| 3:15 pm | Agriculture Respiratory Diseases |
| 4:00 pm | Health Effects of Agricultural Pesticides |
| 5:00 pm | Reception in Exhibit Hall |

Tuesday, November 18, 2014

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| 7:30 am | Breakfast |
| 8:15 am | Zoonotic Diseases |
| 9:15 am | Veterinary Biological and Therapeutic Occupational Hazards |
| 10:15 am | Behavioral Health Issues in the Farming Community |
| 11:15 am | Post-Test & Certificates |

Future Program Content (Session II-to be held in 2015): General Environmental Hazards in Agriculture, Acute Agricultural Injuries, Musculoskeletal Diseases and Ergonomics in Agriculture, Physical Factors Affecting Health in Agriculture, Agriculture Skin Diseases, Cancer in Agriculture Populations, Prevention of Illness and Injury in Agriculture Populations/ Personal Protective Equipment.



Register online at <http://bit.ly/2014TRHA>

Registration Information

The Texas Rural Health Association's Annual Conference is a targeted education conference and vendor show for all rural health stakeholders including hospitals, health care practitioners, academics, state and locally elected officials, state agencies and any other organization or individual with an interest in working to help address the health care needs that exist in rural areas. If you are involved in rural health care in Texas, you will want to be present for this informative annual conference. The Annual Conference brings rural health care professionals from across the state together, to address issues and solutions that will improve the lives of rural Texans.

This registration form is for attendees ONLY. All other participants may attend the conference only as an exhibitor and/or as a sponsor (refer to the Exhibitor & Sponsor Opportunities for more information). Registrants unable to attend may send an alternate; please notify TRHA of any changes prior to the event. For cancellation, notify us in writing prior to October 24. Refunds, minus a \$25 processing fee, will be available for notices received by this date. Refunds will not be issued for cancellations received after this date. TRHA reserves the right to cancel or reschedule the event if deemed necessary; or should a situation beyond the control of TRHA arise to prevent holding the conference, TRHA will not be held liable for any expenses incurred by the registrants, except for the registration fee, which would be refunded. If you have questions or need further information, please call the association office at (512) 873-0045. All facilities and meetings are fully accessible to the handicapped. If you require special assistance or have particular dietary needs, please contact the association office prior to the conference.

Hotel Information

The 2014 TRHA Annual Conference will be held at the Hilton Fort Worth, 815 Main St., Fort Worth, TX 76102. The special conference guest room rate is \$139 (single/double). Please call the hotel directly to reserve your room at (817) 870-2100. You must make your reservation before November 7, 2014 to ensure accommodations and rate. Be sure to mention Texas Rural Health Association Annual Conference to receive the group rate.

National Rural Health Day: Celebrating the Power of Rural!

Rural communities are wonderful places to live and work, which is why nearly 59.5 million people – nearly one in five Americans – call them home. These communities provide the rest of the country with a wealth of services and commodities, and they are the economic engine that has helped the United States become the world economic power it is today. These rural communities also have unique healthcare needs. Today more than ever, rural communities must address accessibility issues, a lack of healthcare providers, the needs of an aging population suffering from a greater number of chronic conditions, and larger percentages of un- and underinsured citizens.

That is why the National Organization of State Offices of Rural sets aside the third Thursday of every November – November 20 in 2014 – to celebrate National Rural Health Day. First and foremost,

National Rural Health Day is an opportunity to “Celebrate the Power of Rural” by honoring the selfless, community-minded, “can do” spirit of that prevails in rural America. But it also gives us a chance to bring to light the unique healthcare challenges that rural citizens face – and showcase the efforts of rural healthcare providers, State Offices of Rural Health and other rural stakeholders to address those challenges. We know there is work to be done, but we also believe there is plenty to celebrate – and we invite you to join the celebration!

Learn more at: celebratepowerofrural.org





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