



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

## SMALL RURAL HOSPITAL TRANSITION (SRHT) PROJECT

### Performance Management Group (PMG) Call

*Together, the [National Rural Health Resource Center](#) and [Rural Health Innovations](#), in cooperation with the Federal Office of Rural Health Policy, support and provide educational trainings for the [Small Rural Hospital Transition \(SRHT\) Project](#).*

[Performance Management Group \(PMG\) Calls](#) are 60 minutes of interactive discussions that are designed to share experience and knowledge from rural hospital administrators and nationally recognized field experts. PMG calls promote peer-to-peer sharing of best practices and lessons learned among hospital executives to support ongoing performance improvement. The goal is to disseminate strategies that assist rural hospitals with preparing for new payment and care delivery models. Hospitals that are eligible to participate in the SRHT Project may join the PMG calls for free, at no cost, by [registering online](#).

**Date:** Friday, May 22, 2015

**Time:** 12:00 – 1:00 p.m. Central Time

**Topic:** Marcum and Wallace Memorial Hospital's Approach to Developing a Patient Centered Medical Home (PCMH)

**Speakers:**

Melinda Merrill, MPH, Senior Program Manager, South Carolina Office of Rural Health, Lexington, SC

Susan Starling, MS, RN, Chief Executive Officer / President, Marcum Wallace Memorial Hospital, Irvine, KY

Angie Ross, RN, Nurse Care Coordinator, Marcum Wallace Memorial Hospital, Irvine, KY

**Facilitator:**

Terry Hill, MPA, Executive Director, Rural Health Innovations, Duluth, MN

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# Performance Management Group (PMG) Call Agenda

**Phone Number: (877) 273-4202 / Conference Room Number: 914983637**

**To join the meeting: <http://ruralcenter.adobeconnect.com/r43v9tbkx3e/>**

1. Welcome and speaker introductions
2. What is a Patient Centered Medical Home (PCMH)?
3. Why should a hospital consider developing a PCMH?
4. How should a hospital initiate the development process?
5. What are the benefits of PCMH?
6. What is the value of being certified by National Committee for Quality Assurance (NCQA) as a PCMH?
7. Does participating in PCMH help the hospital to be better positioned for population health management and more prepared to move towards a value based system?
8. An organization must have a culture that is ready for change. What was MWMH readiness for a PCMH?
9. Wrap up – What’s the take home message about PCMH?

# Performance Management Group (PMG) Call

## Speaker Biographies and Contract Information

### **Melinda Merrill, MPH,**

Senior Program Manager,  
South Carolina Office of Rural Health  
107 Saluda Pointe Drive  
Lexington, SC 29072  
[merrell@scorh.net](mailto:merrell@scorh.net)  
[www.scorh.net](http://www.scorh.net)

Melinda A. Merrell is a National Committee for Quality Assurance Patient Centered Medical Home Certified Content Expert and serves as Senior Program Director for the SCORH, providing oversight and guidance for all programmatic activities of the office. In addition, her area of programmatic focus is South Carolina's rural hospitals through coordination of the activities of the Medicare Rural Hospital Flexibility Program. Through this federal program, rural communities receive training and technical assistance for quality improvement, financial and operational improvement, and health systems development in their organizations. Melinda works with providers and staff to ascertain needs and facilitate solutions in these areas. Prior to joining SCORH in 2010, Melinda was the Director of the Northeastern Rural Health Network located in rural Chesterfield, Dillon, and Marlboro Counties, South Carolina. Melinda is currently pursuing a PhD in Health Services Policy and Management with the Arnold School of Public Health at the University of South Carolina. She received Master of Public Health and Bachelor of Science degrees from the University of Alabama at Birmingham.

### **Susan Starling, MS, RN,**

Chief Executive Officer / President  
Marcum Wallace Memorial Hospital  
Irvine, Kentucky  
[sstarling@mercy.com](mailto:sstarling@mercy.com)  
<http://www.marcumandwallace.org/>

For more than twenty years, Susan Starling has been working in rural health; first as a nurse and for the past twelve years, as a healthcare executive. Susan's commitment to rural health is fueled by her steadfast belief that rural Americans, particularly rural Kentuckians, deserve access to quality healthcare. Susan, who earned her Master's degree in Community Rural Health Administration at Eastern Kentucky University, has worked diligently to transform the quality and delivery of healthcare in Appalachian Kentucky. Since 1991, she has served in senior management and is currently the CEO/President at Marcum & Wallace Memorial Hospital (MWMH), a Critical Access Hospital in Irvine, Kentucky, and member of Mercy Health. Susan presently serves on the Board for the National Rural Health Association and Chairs their Hospital Constituency Group; serves on the Kentucky Rural Health Association Board; serves on the Technical

Assistance Service Center Advisory - Board for the National Rural Health Resource Center; Chairs the Rural Hospital Issues Group for the Federal Office of Rural Health Policies amongst many other state and local organizations. Susan has been recognized for her leadership in rural health with her most recent recognitions "Shirley Munroe Leadership Award" by American Hospital Association; Becker's "50 Rural Hospital CEOs to Know"; Becker's "130 Women Hospital & Health System Leaders to Know"; "Impact Award Winner" by Bluegrass Alliance for Women; and the "Dan Martin Award" by Kentucky Rural Health Association.

**Angie Ross, RN**

Nurse Care Coordinator  
Mercy Medical Clinic, Powell County  
Marcum Wallace Memorial Hospital  
Irvine, Kentucky  
[ARoss@mercy.com](mailto:ARoss@mercy.com)

Angie possesses over 10 years nursing experience with nearly 8 years being in the family practice setting. Angie oversees and coordinates clinical staff, clinic flow and clinical policies and procedures as well as the Patient Centered Medical Home model that is utilized within the family practice. With a hands-on leadership style, Angie and the clinical staff take a supportive team approach to meeting the patient's needs. The key to the team's success is their ability to understand the unique needs for each individual patient and meet those needs as a team utilizing the patient centered medical home model. In addition to overseeing and ensuring proper clinic flow, policies and procedures, Angie is very involved in the certification and pre-certification for Patient Centered Medical Home status. Angie is a registered nurse and obtained a nursing degree from Hazard Community College in Hazard, Kentucky.