

# 2013 RHITND

Rural Health Information Technology Network Development

## ALL GRANTEE MEETING



March 20-22



Radisson Plaza Hotel Minneapolis

Minneapolis, MN

Organized by:



NATIONAL  
RURAL HEALTH  
RESOURCE CENTER

Meeting Materials Available at: [www.ruralcenter.org/rhitnd/all-grantee/2013](http://www.ruralcenter.org/rhitnd/all-grantee/2013)

# Collaboration + Technology = Value

## Meeting objectives:

- o Provide networks with helpful tools and resources to be successful within the dynamic health care landscape
- o Afford opportunities for collaboration and to learn from each other and health care experts.
- o Build leadership skills and HIT knowledge
- o Articulate the link between HIT and quality improvement in patient care

## Homerooms:

You will attend a Homeroom based on the color dot on your nametag. You will be in the **same** Homeroom Wednesday and Thursday.

- o Blue: Scandinavian Ballroom West
- o Red: Norway I
- o Yellow: Norway 2 & 3
- o Green: Stockholm Room

## Cohort Groups:

We ask that all attendees attend a Cohort Group meeting, even if you do not regularly participate.

- o Health Information Exchange: Scandinavian Ballroom West
- o Business Development for Sustainability : Norway I
- o Patient & Community Engagement: Norway 2 & 3
- o Network Development: Stockholm Room





# Wednesday, March 20, 2013

1:00– 2:30 PM	Welcome & Opening Keynote: Moving from Communication to Collaboration to Drive Success  -Denni McColm, MBA, Chief Information Officer, Project Infocare Network  Today in the health information technology environment, communication isn't enough. As leaders in the field, we must collaborate to get results. Collaboration is more than just conveying information. Collaboration involves working together toward shared goals. This presentation will discuss roles, strategies and models for collaborating within organizations, across organizations, across communities and most importantly, with the patients we serve.
2:30-3:15 PM	Introduction to Aim for Impact & Sustainability: <i>Essentials for the Leaders in Rural Health</i>  -RHITND Technical Assistance Team  The Technical Assistance (TA) team at the National Rural Health Resource Center (The Center) has developed a comprehensive approach to network development and sustainability utilizing the Baldrige quality framework. Learn about how this toolkit has been created to directly benefit your network. <b>Aim for Impact</b> will help you build leadership skills, identify peers and partners to share best practices, and sustain your network.
3:15–3:30 PM	Break
3:30-4:20 PM	Leveraging Collaborative Partners and Programs to Increase Network Value  -Anthony Reyes, RPMS EHR Network Director, Commonwealth of the Northern Mariana Islands -Wende Baker, MEd, Executive Director, Panhandle HIT Network -Sue Deitz, MPH, Director, Eastern Washington Critical Access Hospital Network  Networks know the benefit of collaboration, however, recognizing the benefits of additional partnerships is not always as clear. Listen as RHITND grantees discuss how they use collaboration to leverage funds, increase impact for membership and improve health care in their communities.
4:20-4:30 PM	Introduce “Homerooms”



# Wednesday, March 20, 2013

4:30-5:15 PM	Day 1 "Homerooms" Debrief: Breakout
<b>Breakout Rooms</b>	Conferences and meetings can be overwhelming, and digesting the high volume of information that is thrown at you can feel daunting and impossible. All grantees will be divided into "Homerooms" for a facilitated debrief on all that was discussed during the day.

# Thursday, March 21, 2013

8:30-9:30 AM  Scandinavian Ballroom West	<b>Welcome &amp; Keynote: <i>The Role of Quality and Collaboration in IT Networks</i></b>  -Beth Dibbert, Quality Consultant, Rural Wisconsin Health Cooperative -Louis Wenzlow, Director of HIT, Rural Wisconsin Health Cooperative  Improving the quality of care that patients receive in health care facilities is the cornerstone of legislation mandating the implementation of electronic health records. Learn how one network, the Rural Wisconsin Health Cooperative's Information Technology Network, is assisting its members with implementation and support of their electronic health record and electronic clinical quality measures.
9:30-10:15 AM  Norway 1	<b>Privacy and Security</b>  -Danika Brinda, MA, Assistant Professor/REACH HIT Consultant, The College of St. Scholastica  Privacy and security rules and regulations are a critical aspect of your members meaningful use efforts, risk analysis encompasses many aspects of your member's organization, and breaches can be costly! Learn from an expert of a Regional Extension Center for HIT, the most important steps in assuring a safe and secure electronic environment for maintaining patient information. Examples of lessons learned and best practices will be shared.
Norway 2 & 3	<b>Bringing Value to Your Members with Network Shared Staffing Models</b>  -Sally Buck, MS, Associate Director, National Rural Health Resource Center -Dave Johnson, MBA, Director of Member Relations & Business Development, Rural Wisconsin Health Cooperative -Dave Simenson, MD, Associate Medical Director for HIT, Central Valley Collaborative



# Thursday, March 21, 2013

Recruiting and retaining staff in rural facilities is incredibly challenging, and IT staff is no exception. Challenges and successes of how networks can support their members' unique needs through shared staffing models will be presented. Panelists will share how staffing models can support network sustainability and member needs will be explored.

## Engaging Stakeholders During Times of Change and Transition

**Scandinavian  
Ballroom West**

-*Arlene Anderson, MS, Organizational Development Consultant, Rural Health Innovations*

Everyone will agree that we are working in a time of exponential change and it can feel, at times, that your board, provider champions, and member leaders are not engaged in the work of the network. This session will help you understand the two main reasons people decide to change and identify action steps leaders can take during each phase of transition.

**10:15-10:45 AM      Break**

**10:45AM-  
12:00 PM**

## Successful Network Approaches for Improving Consumer Engagement

**Scandinavian  
Ballroom West**

-*Karrie Ingram, PMP, Network Director, Project Infocare Network*

-*Grant McAdaragh, MS, Community Health Information Network Director, Brookings Community Health Information Network*  
-*David Willis, MD, CommunityHealth IT Network*

Patient and consumer engagement is a huge focus for Stages 2 and 3 of meaningful use (MU). How can your network support your member's efforts and how do you go about developing a network-wide strategy with your members? A panel of RHITND grantees will share how they have been working to engage patients and providers in their health records with the goal of improving patient care.

**12:00 PM      Lunch**

**On Your Own**

**1:30-2:20 PM  
Scandinavian  
Ballroom West**

## Leveraging Partnerships and Utilizing Technology to Create Value

-*Lacey Hart, MBA, Program Manager, SE MN Beacon Project*  
-*Kendra Siler-Marsiglio, PhD, Network Director, CommunityHealth IT Network*



# Thursday, March 21, 2013

Leveraging collaboration and utilizing technology to increase value and improve patient care sounds fantastic—but how do you do it?. All networks have this opportunity for a positive impact by building community relationships, finding common goals, and supporting technology to facilitate better patient care through the utilization of new models and of care. This presentation will feature a panel of programs, including a Beacon grantee, that have successfully done just that.

2:30-3:20 PM

Norway 1

Scandinavian  
Ballroom West

Norway 2 & 3

## **My HealtheVet: Veterans Personal Health Record**

*-Brian Vetter, VISN 23 MHV Coordinator*

This presentation will provide participants with a brief history or the My HealtheVet program as well as future plans. It will describe the steps Veterans need to complete in order to become a registered user and will provide up-to-date statistics of the program. Lastly, it will take participants on an interactive tour of the website to highlight how it can be utilized to enhance your provider-patient relationships.

## **Strategies for Developing Meaningful Network Products and Services**

*-Holly Hansen, Network Director, Nevada Rural Hospital Partners*

*-Toniann Richard, Executive Director, HCC Rural HIT Network*

*-Corey Zeigler, MBA, Director, North Country Health Information Partnership*

Sustainability comes after value; that is true for all organizations. Recognizing that each network is different, and each network has members with unique needs, hear success stories from your peers that are focused on sustainability through diverse products and revenue streams that are valued by their members and support their efforts to improve health care in their communities.

## **Strategic Board Development and Engagement**

*-Dave Johnson, MBA, Director of Member Relations & Business Development, Rural Wisconsin Health Cooperative*

Board communication can be a challenge for any network. How much is too much? What if I'm not giving them enough? How can I get my board members to respond to my requests when they are not in a board meeting? Providing the right information, the right way, at the right time is key to keeping your board engaged outside of your boardroom. Participants will learn what to share, how to share it and how to keep it meaningful.



# Thursday, March 21, 2013

3:30-4:20 PM	Cohort Group Meetings
<b>Breakout Rooms</b>	The Center's TA Team has been encouraged by the robust participation in the RHITND cohort groups. Please join one of the following cohort groups for a facilitated discussion: Business Development for Sustainability; Health Information Exchange; Patient and Consumer Engagement; or, Network Development.
4:30–5:15 PM	<b>Day 2 “Homerooms” Debrief: Breakout</b>
<b>Breakout Rooms</b>	Conferences and meetings can be overwhelming, and digesting the high volume of information that is thrown at you can feel daunting and impossible. All grantees will be divided into “Homerooms” for a facilitated debrief on all that was discussed today. You will be in the same Homeroom as Wednesday.



# Friday, March 22, 2013

8:30-8:45 AM	Welcome
<b>Scandinavian Ballroom West</b>	
8:45-10:00 AM	<b>Business Planning Activity</b>  <b>RHITND TA Team</b>  Business planning is a must for rural health networks, but how do you ensure all the aspects of your business plan fit together? This activity will utilize a case study to illustrate the nine critical components to include when you develop a business plan—whether for your network overall or for an individual product or service idea. With a holistic approach—including the identification of key activities, resources, partners and an estimation of income and costs—you will have greater confidence that your efforts will meet the needs of your customers, are supported by the organization, and are sustainable.



# Friday, March 22, 2013

Norway 2 & 3

## Using Health IT to Improve Care Transitions

-Sarah Tupper, MS, RN-BC, Consultant, Regional Extension Assistance Center for HIT

-Joe Wivoda, MS, Chief Information Officer, National Rural Health Resource Center

As a network leader, it is critical to understand Meaningful Use Stages 2 and 3 requirements regarding quality improvement through the utilization of information technology. The information exchange requirements for patient referrals are much more clearly defined in Stage 2, and more difficult to achieve. This time will be utilized for information sharing and participative problem solving.

10:00-10:30 AM

Break

10:30-11:00 AM

## RHITND Program Update: What's New in the Rural Health Information Technology Network Development Program

Scandinavian  
Ballroom West

-Marcia Green, MSW, Program Coordinator, HRSA, Office of Rural Health Policy

Learn information and updates from the RHITND Program Coordinator, Marcia Green.

11:00AM-12:00 PM

## Closing Keynote: Leading Through Change—Empowering IT Professionals for the Future Healthcare System

Scandinavian  
Ballroom West

-Geoff Kaufmann, MA, CEO-NCBS, American Red Cross

In this time of exponential change in healthcare, how do you lead, not just manage, your network? By tying together leadership and strategy, this session will cover the key factors of change and how to harness that change to help your organization thrive!

12:00 PM

Closing Remarks and Thank You's

Funding for the Rural Health Information Technology Network Development Grant Program is provided by the Department of Health and Human Services, Health Resource and Services Administration's Federal Office of Rural Health Policy.