



**Annual Conference Agenda**  
**November 15-17**  
**Vicksburg Convention Center**

**Wednesday, November 15, 2023**

<b>10:00 AM – 3:00 PM</b>
<b>Complete / Improve Your RHC Policy and Procedure Manual</b>
Joanie Perkins, CPC, CHCM Kate Hill, RN
<p>This rural health clinic workshop is designed specifically to help clinics improve, write, or re-write their policy and procedure manual...a major topic of concern among our state's rural health clinics. The two presenters will review the conditions of participation and discuss the policies and procedures necessary to address each condition. This workshop will be interactive and will feature one-on-one assistance from the presenters at times. By the end of the workshop, each participant/clinic will walk away with a P&amp;P manual that will stand up to a survey.</p>

**Thursday, November 16, 2023**

<b>8:00 AM – 9:00 AM</b>
<b>Registration and Vendor Discovery: Breakfast will be served</b>

<b>9:00 AM – 10:00 AM</b>	
<b>Track 1</b>	<b>Track 2</b>
<b>Contracting with Medicare Advantage Plans</b> Ed Casteel	<b>The Intersection of Rural Economic Development and Healthcare</b> Alan Barefield, PHD, MBREP
<p>A Sample Medicare Advantage contract will be reviewed to identify language utilized by plans to deny claims. Strategies and Tactics to address denial enabling language will be discussed.</p>	<p>This is a pivotal role of a successful rural economy as it relates to rural healthcare. This session will explore the economics of Mississippi's rural economies and relate them to the opportunities and challenges around rural health.</p>

10:00 AM – 11:00 AM	
Track 1	Track 2
<p><b>RHC Readiness for Value-Based Care</b> Joanie Perkins, CPC, CHCM</p> <p>Discussion on the benefits of transforming our RHC into a PCMH and how that flowed naturally into value based care</p>	<p><b>All of us Research Program</b> Kristi Cofer, MHA</p> <p>The presentation will discuss how the NIH's All of Us Research Program is helping advance precision medicine research and why participants should consider enrollment.</p>

11:00 AM – 12:00 PM	
Track 1	Track 2
<p><b>How the C Suite Can Manage and Improve Their Hospital's RHCs</b> Jeff Harper</p> <p>We are finding that most of our provider-based clinics are getting deficiencies due to hospital administrators not understanding what they have and how to manage them. Since most of the state associations separate tracts between hospital needs and RHC needs, the C suite doesn't ever get any direction on how compliance in the RHC is different than the hospital. (RHCs are not departments of the hospital) This topic would be for the hospital "C" suite.</p>	<p><b>RHC Survey Tips and Strategies</b> Kate Hill, RN</p> <p>This session will explore the tips and strategies the RHCs can use to improve their compliance surveys</p>

**Break until 12:15 PM**

12:15 PM – 1:00 PM
<b>Awards and Annual Business Meeting: Lunch will be served</b>

1:00 PM – 1:30 PM
<b>Addressing the Rural Health Issues in Mississippi</b>
Dan Edney, MD
<p>This session will discuss the challenges that rural healthcare faces in Mississippi, including hospital financial viability, the closure of mental health centers, maternal health challenges, rural emergency transportation, and more.</p>

**Break until 2:15 PM**

**2:15 PM – 3:15 PM**

**USDA Efforts for Developing the Health of Rural Communities**

Dr. Trina George – USDA Rural Development State Director

This session will explore the opportunities open to rural communities and rural health facilities through the USDA, including economic development and grant opportunist.

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**Break until 3:30 PM**

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**3:30 PM – 4:30 PM**

**Recruiting, Retaining, and Developing Staff**

Christie Lawrence

Recruiting, retaining, and developing employees is an important job that not only affects your organization's culture, but it has a tremendous impact on your bottom line. There are some key statistics and best practices managers need to know; join us for this session and get solid strategies for recruiting, retaining, and developing high-performance teams.

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**Adjourn Day 1**

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**Friday, November 17, 2023**

**8:00 AM – 8:30 AM**

**Registration and Vendor Discovery**

**8:30 AM – 9:30 AM**

**Virtual Care Could Be Rural Healthcare's Lifeline**

Brandy Hoell, MSN, RN, CCM

Utilizing virtual capabilities coupled with telehealth technology is cost-effective and in many cases a cost-reduction strategy particularly for the rural health care providers. The ability to provide access to nurse specialists, specialist providers and many other different services that are not immediately available in those communities only enhances the ability to provide high-quality health care. Being able to provide various services right at home is a huge benefit for those facilities and those communities. Healthcare nurses and medical providers that are leaving the profession often are available and willing to move into these virtual roles which is a great benefit for healthcare organizations. In using this technology there are also several different revenue opportunities in the ambulatory care setting in addition to increasing efficiency and sustainable models in the hospital setting. Putting these models into place for a successful program is a strategy for staying financially viable and promoting the ability to continue providing healthcare in the local communities.

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**Break until 9:45 AM**

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<b>9:45 AM – 10:45 AM</b>	
<b>Track 1</b>	<b>Track 2</b>
<p style="text-align: center;"><b>Statewide School Based Telehealth</b> Saurabh, Tearsanee Davis, DNP, APRN, FNP-BC, FAANP</p> <p>This presentation would provide an overview of the school based Telehealth program sponsored by the MS Department of Education</p>	<p style="text-align: center;"><b>Grant Writing 101</b> Rachel Ott and James Randolph</p> <p>In this course, attendees will receive a crash-course in researching, preparing writing and managing grants.</p>

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**Break until 11:00 AM**

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<b>11:00 AM – 12:00 PM</b>	
<b>Track 1</b>	<b>Track 2</b>
<p style="text-align: center;"><b>Addressing Maternity Care Deserts</b> Mark Clapp, MD</p> <p>Mississippi is facing a growing crisis of the lack of birth centers and maternal health services. This session will explore the causes of this issue and opportunities for correcting the problem.</p>	<p style="text-align: center;"><b>The Benefits of Tracking Social Determinants of Health Data</b> Joanie Perkins, CPC, CHCM</p> <p>Z codes have been introduced of late to help track and report social determinants of health data, but these codes are still misunderstood and not widely used. This session will discuss why the utilization of these codes are important for patient health as well as benefits of doing so to your facility.</p>

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**Conference Adjourns**

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