



Connecting to the New Rural Landscape

**2020 ANNUAL RURAL
HEALTH CONFERENCE**



**September 14 - 17, 2020
On-line ~ Virtual Conference**

Connecting to the Conference

Join Via Zoom

**Register today to access
Zoom
information for the
Conference!**

Register and we will send you the Zoom link to
connect to the Conference!
Click Here!

Same link for the entire conference!

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TRI-COUNTY FAMILY MEDICINE PROGRAM, INC.

NYSARH 2020 Silver Sponsor

Save the Date!

- **NYSARH Annual Meeting**
Monday, September 21st
11:00am - 12:00pm
Virtual
- **National Rural Health Day**
November 19, 2020

What is National Rural Health Day? The National Organization of State Offices of Rural Health sets aside the third Thursday of every November to celebrate National Rural Health Day. National Rural Health Day is an opportunity to "Celebrate the Power of Rural" by honoring the selfless, community-minded, "can do" spirit that prevails in rural America, gives us a chance to bring to light the unique healthcare challenges that rural citizens face, and showcases the efforts of rural healthcare providers, State Offices of Rural Health and other rural stakeholders to address those challenges. #powerofrural

Conference Schedule

Monday, 9/14 ~ Telehealth

- **8:30am – 9:00am: Network & Mingle**
- **9:00am – 9:15am: Welcome**
Carrie Roseamelia and Ali Coates, Conference Co-Chairs, *NYSARH*
- **9:15am – 10:45 am: Presentations**
Join us for presentations and discussion with our panelists. We'll hear from technical assistance experts as well as from a number of organizations who have used Telehealth to deliver services in new ways:
Andrew Solomon, *Northeast Telehealth Resource Center*
Jim Racht, *Care Compass Network*
Wayne Teris, *Care Compass Network*
Mitch Larson, *TelePharm*
Henry Knoop, *Bassett Healthcare Network*
Judy Traynor, *Upstate Medical University*
Casey Castner, *Finger Lakes Community Health*
- **10:45am – 11:00am: Morning Wrap Up**
- **2:00pm – 3:00pm: Telehealth Coffee Talk**
Engage with our “been there” morning panelists to discuss their experiences. Jim, Wayne, Mitch, Henry and Judy will be ready to swap stories and share lessons learned.
- **3:00pm – 4:00pm: Telehealth Coffee Talk**
Find support, information, and technical assistance from our experts, Andrew and Casey.

Tuesday, 9/15 ~ Equity, Diversity and Inclusion as Determinants of Health

- **8:30am – 9:00am: Network & Mingle**
- **9:00am – 9:10am: Welcome**
Carrie Roseamelia and Ali Coates, Conference Co-Chairs, *NYSARH*
- **9:10am – 10:45am:**
Hear from our experts about their organizations' approach to Equity, Diversity, and Inclusion. A facilitated discussion will follow.
Mary Maruscak, *Rural Health Network SCNY, Inc.*
Marguerite Urban, *University of Rochester*
Sabrina Herlick, *Alliance for Positive Health*
Allison Roselle, *North Country Prenatal/Perinatal Council*
Emma Nalin, *Rural Health Network SCNY, Inc.*
- **10:45am – 11:00am: Morning Wrap Up**
- **2:00pm – 3:00pm: Equity, Diversity, and Inclusion Coffee Talk**
Catch up with our morning panelists, Mary, Marguerite, Sabrina, Allison and Emma to talk about new ways to build inclusivity, embrace diversity, and work towards equity.

Tuesday, 9/15 ~ 3:00pm - 4:00pm ~ Digital Exhibitor Hall

The graphic features a background image of hands using a tablet displaying a digital catalog. Overlaid on the left are the logos for Integrity Cost Consulting, the U.S. Food & Drug Administration (Office of Regulatory Affairs), The Compliance Team, and Angel Flight East. On the right, a red call to action reads: "Be sure to connect with our Exhibitors! You could win a prize!" with three red stars above it. The entire graphic is framed by a decorative border with geometric patterns and a central red dot.

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Wednesday, 9/16 ~ Sustainability of Systems

- **8:30am – 9:00am:** Network & Mingle
- **9:00am – 11:00am:** Sustainability of Rural Health Systems
Expert panelists will discuss the impact of the Covid pandemic on current healthcare and affiliated systems and the likely lasting changes that will occur as a result...the so-called "new normal". The speakers will discuss rural healthcare through the lenses of the national perspective, and in New York State from the perspectives of hospital systems, long term care providers and behavioral health providers. What systemic changes might we expect through either public policy and/or organic reforms generated by the patient and provider communities? And by the way...there is a national election in 48 days. What does it all mean?
Barry Brogan, *North Country Behavioral Healthcare Network & NYSARH Policy Committee Chair (Moderator)*
Karen Roach, *Healthcare Association of New York State*
Meggan Schilkie, *Health Management Associates*
Karen Lipson, *Leading Age NY*
James Button, *Citizen Advocates*

Wednesday, 9/16 ~ Sustainability of Systems

CONTINUED

- **11:00am – 11:30am: Morning Wrap Up**
- **2:00pm – 3:00pm: Digital Poster Session**

Gretchen Goble, Medical Student, *Upstate Medical University*

Sarah Wong, Physician Assistant Student, *Clarkson University*

Radhika Rawani, Physician Assistant Student, *Clarkson University*

Soniya Singh, Student, *Shaker High School*

Kendall Johnson, Physician Assistant Student, *Clarkson University*

Bailey O'Donnell, Medical Student, *SUNY Upstate Medical University*

Ali Coates, Student, *University of Ottawa*

Mara Mihailescu, Student, *University of Ottawa*

- **3:00pm – 4:00pm: Foundational Business Practices: Creating a Strong Financial Infrastructure to Support Business Sustainability and the Management of Diverse Funding Sources**

This session intends to provide conference participants with a brief overview of key concepts necessary to develop and sustain the efficient and effective management of your organization's finances and diverse funding sources. Key Concepts include:

- Basic financial models, structures, tools, workflows and data
- Proper Cost Allocation
- Best practices for collecting and retaining revenue (RCM)
- Planning, modeling and monitoring financial operations

A Q & A discussion following the overview, will assist conference participants in understanding the importance of operationalizing the key concepts and experience with:

- Managing multiple funding sources
- Processes and tools that they have implemented to successfully manage the eligibility and expectation of multiple funders
- Lessons Learned

Tony Sanfilippo, *CBO Consortium of Upstate NY*

Tricia Williams, *Coordinated Care Services, Inc.*

David Wawrzynek, *Coordinated Care Services, Inc.*

Thursday, 9/17 ~ Rural Resilience and Innovation: Learning from COVID Responses

- **8:30am – 9:00am: Network & Mingle**
- **9:00am – 9:10am: Welcome**

Carrie Roseamelia and Ali Coates, Conference Co-Chairs, *NYSARH*

- **9:10am – 10:45am: Rural Resilience Panelists**

Hear short presentations from a number of rural change-makers from all sectors as they describe innovative ways that they have met COVID-19 related challenges.

Douglas Bohl, *Clarkson University*

Richard Fleet, *Université Laval*

Thursday, 9/17 ~ Rural Resilience and Innovation: Learning from COVID Responses CONTINUED

Eyal Kedar, *St. Lawrence Health System*

Carly Lovelett, *St. Lawrence Health System*

Steven Kelley, *Ellenville Regional Hospital*

Olivia Catalano, *Finger Lakes Community Health*

Julie Vieth, *Canton Potsdam Hospital*

Jess Ames, *Angel Flight East*

Kate Hill, *The Compliance Team, Inc.*

Dr. Shari Weiss, *Cayuga Community Health Network*

Mark Deavers, *Congress of Mobile Medical Professionals*

- **2:00pm – 4:00pm**

Bring your own best practice! Consider something your organization or community has done well in response to COVID-19 and share your lessons learned with participants from similar sectors or roles.

Start thinking now about the challenge you faced, the solution you developed, what helped to make it work, and what barriers you faced and share in afternoon knowledge-sharing break-out groups.

2020 Bronze Sponsor



**By Beth Finkel, Director
AARP New York State**

One positive from the COVID-19 pandemic: New York has made telehealth a free and accessible option for healthcare.

That's great for rural New Yorkers who can now "see" their doctor or specialist virtually - especially those who have difficulty traveling or affording the cost to travel to health care appointments or are vulnerable around others.

But it's only temporary. And while AARP New York applauds the March 15 emergency directive requiring insurance companies to waive deductibles, co-payments and coinsurance for all in-network health visits, the State should expand remote health care permanently.

It would be popular; an AARP survey from last fall found 81% of New Yorkers 50-plus had not used telehealth for themselves or a loved one under their care. By March, AARP conducted a national survey that showed 56% of Americans 50+ were interested in using telehealth.

Let's make accessible and affordable telehealth permanent.

WHAT WE DO, WE DO FOR ALL.

– Dr. Ethel Percy Andrus, Founder of AARP.



Ethel Percy Andrus
AARP Founder

AARP is proud to sponsor the New York State Association for Rural Health 2020 Conference: Connecting to the New Rural Landscape. AARP is dedicated to empowering people to choose how they live as they age. Learn more about our programs and virtual events at aarp.org/ny.



2020 Session Sponsors



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Adirondack Health is your guide on the path to better health. As a key community institution in the heart of the Adirondacks for over a century, Adirondack Health takes tremendous pride in delivering our legacy of healing to the residents and visitors who cherish the unequalled characteristics of our region.


HealthConnections is accredited by the NYS Department of Health to provide services in Health Information Exchange (HIE), Community & Population Health Improvement, and Value-Based Solutions for 26 counties of New York State. We take a business-oriented approach to our not-for-profit work; emphasizing value, efficiency, results and sustainability.




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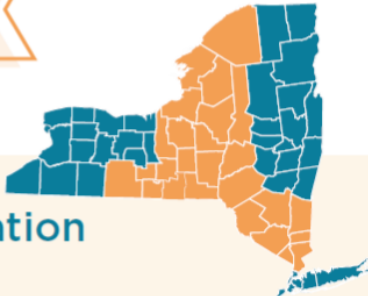
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NORTHEAST TELEHEALTH

RESOURCE CENTER

Funded by the Federal Office for the Advancement of Telehealth, **NETRC** supports telehealth program development in New England, New York, and New Jersey. We aim to increase access to quality health care services for rural and underserved populations by providing **no-cost technical assistance and education** on telehealth policy, legal and regulatory considerations, technology, workflow best practices, and more.

www.netrc.org

NETRC Partners



The Northeast Telehealth Resource Center has been made possible by grant number G22RH30352 and G45RH37459 from the Office for the Advancement of Telehealth: HRSA / DHHS.

If it wasn't already, telehealth has become an essential tool in 2020 to enable and sustain patient access to health care. Has your organization optimized your telehealth program in preparation for long-term utilization? The federally funded **Northeast Telehealth Resource Center** is available to assist with any of your telehealth questions!

Connecting for Stronger Rural Systems



HEALTHY COMMUNITY
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www.CommunityAlliance.org



CBO Consortium
OF UPSTATE NEW YORK

Connecting for Health Equity
www.CBOConsortium.org

Congratulations NYSARH on a Successful Virtual Conference!



Cornell Cooperative Extension
Delaware County
Rural Healthcare Alliance

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607-865-6531
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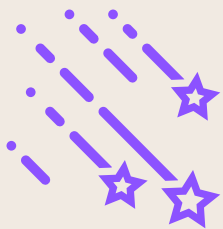
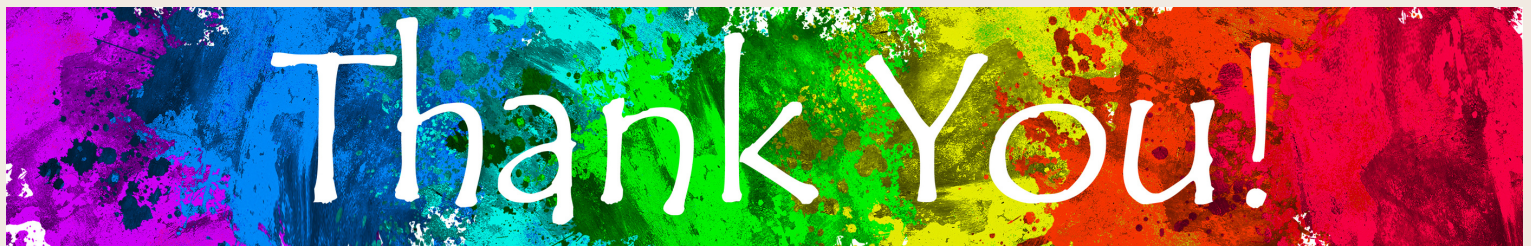
Purpose: To promote integration and coordination of local health services. We are founded on a strong belief in the power of *synergism*. The goal of New York's rural health networks is to assist healthcare providers and organizations, as well as consumers, local businesses and government in rural areas, to improve the health of rural New Yorkers through health coordination, development, planning, and implementation.

The logo consists of the letters 'SWB' in a large, bold, orange serif font, with 'Consulting Services' in a smaller, black sans-serif font below it.

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Thank you to our Board Members who provided gift cards for Conference Prizes this year:

- Ann Battaglia
Health Community Alliance
- Barry Brogan
North Country Behavioral Health Network
- Ali Coates
NYSARH Conference Co-Chair
- Charlotte Crawford
Lake Plains Community Care Network
- Gertrude O'Sullivan
Foundation for Community Health
- Michael Pease
The Chautauqua Center
- Carrie Roseamelia
NYSARH Conference Co-Chair
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Rural Health Network of South Central New York



The mission of the **New York League for Nursing** is to build a strong and diverse nursing workforce to advance the nation's health at the constituent level.



The NYLN applauds NYSARH for your commitment to improving the health and well-being of rural New Yorkers and their communities.

We wish you the best in success at your
NYSARH 2020 Annual Conference.



**Mark Your
Calendar**



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**FOUNDATION
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**3rd Thursday of the month
September, October, November 2020 & January - June 2021
Check the schedule and find all the details [here!](#)**



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The mission of the New York State Association of Rural Health (NYSARH) is to improve the health and well-being of rural New Yorkers and their communities.

NYSARH functions as the “voice for rural health.” It is a statewide organization advocating for the health of rural New Yorkers. NYSARH advocates at the national and state levels on behalf of its membership.

