



NYS ASSOCIATION FOR
RURAL HEALTH

RURAL HEALTH SYMPOSIUM

September 19-20, 2024
Binghamton, NY

Drew Lewis Photography



ABOVE
BROOME COUNTY



AGENDA

THURSDAY, SEPTEMBER 19TH

TIME	EVENT	LOCATION
9:00AM - 2:00PM	REGISTRATION	BALLROOM FOYER
10:00AM - 12:00PM	INNOVATIVE RESOURCES FOR OLDER ADULTS	JOHNSON CITY ROOM
12:00PM - 12:45PM	LUNCH	CAROUSEL ROOM
12:45PM - 2:30PM	OPENING REMARKS & KEYNOTE SPEAKER	CAROUSEL ROOM
2:30PM - 3:00PM	EXHIBITOR BREAK	BALLROOM FOYER
3:00 PM - 4:00 PM	BREAKOUT SESSIONS A, B, C, D, E	
4:00PM - 4:30PM	POSTER SESSION	CAROUSEL ROOM
4:30M - 5:30PM	POLICY FORUM: 1115 WAIVER	CAROUSEL ROOM
5:30PM - 6:30PM	NETWORKING RECEPTION	TIOGA ROOM & BALCONY
6:30PM - 8:00PM	SCENARIO PLANNING DINNER	TIOGA ROOM & BALCONY
6:30PM	<i>ALTERNATE OPTION:</i> DINNER ON YOUR OWN	SEE PAGE 23 OF PROGRAM BOOK FOR LOCAL OPTIONS





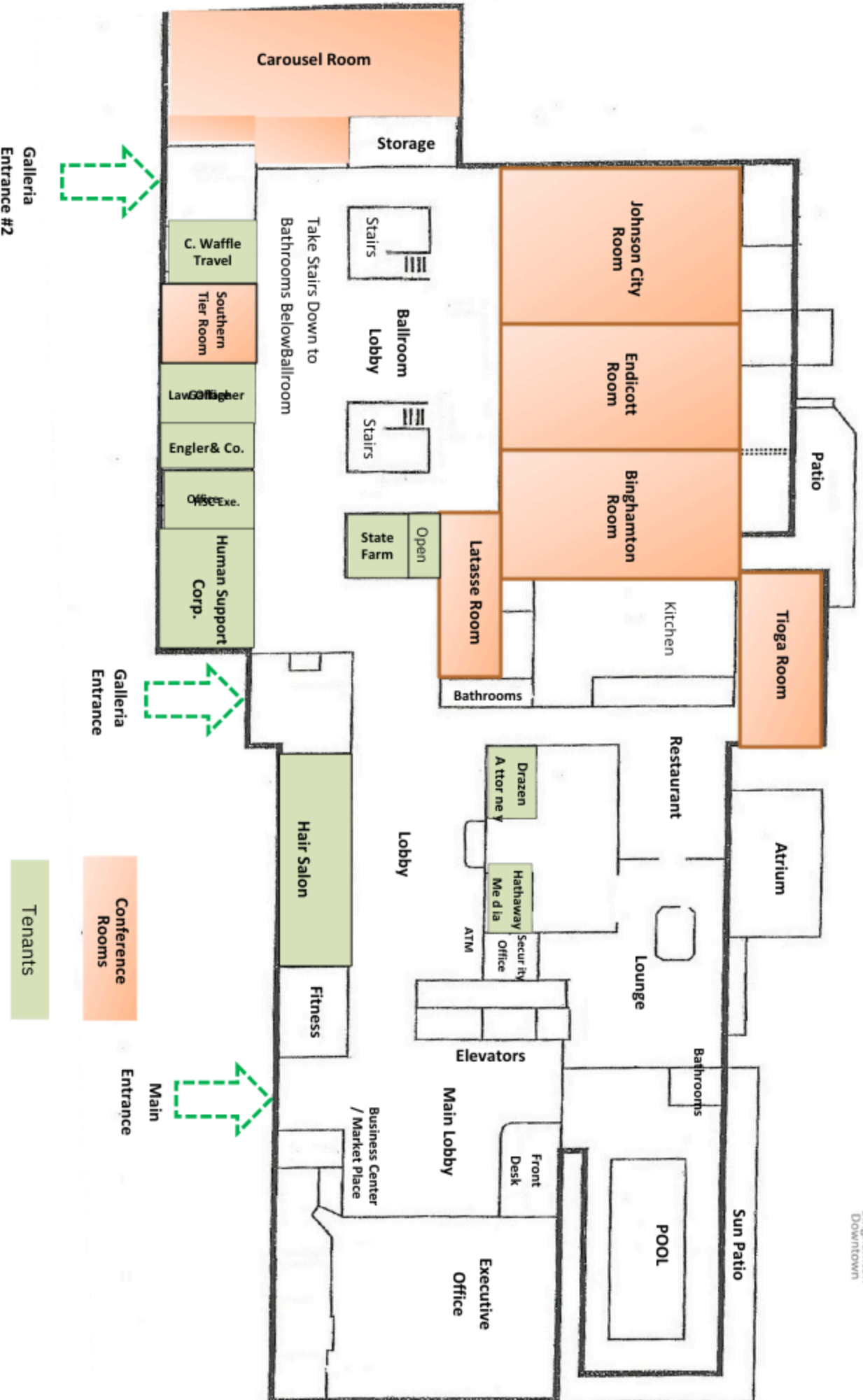
AGENDA

FRIDAY, SEPTEMBER 20TH

TIME	EVENT	LOCATION
7:30AM - 9:00AM	REGISTRATION	BALLROOM FOYER
8:00AM - 8:45AM	ROUND TABLE BREAKFAST	CAROUSEL ROOM
8:45AM - 9:15AM	ANNOUNCEMENTS	CAROUSEL ROOM
9:15AM - 10:00AM	PLENARY SPEAKER	CAROUSEL ROOM
10:00AM - 10:30AM	EXHIBITOR BREAK	BALLROOM FOYER
10:30AM - 11:30AM	BREAKOUT SESSIONS F, G, H, I, J	
11:30AM - 12:30PM	NYSARH ANNUAL MEETING	CAROUSEL ROOM
12:30PM - 12:45PM	GROUP PHOTO OF BOARD OF DIRECTORS	JOHNSON CITY ROOM
12:45PM - 3:15PM	NYSARH BOARD MEETING WITH LUNCH	JOHNSON CITY ROOM

Holiday Inn Binghamton

First Floor Layout



LIZ URBANSKI-FARRELL
EXECUTIVE DIRECTOR



Liz Urbanski-Farrell, is Executive Director of NYSARH. With 12 years' experience as a healthcare industry executive managing more than \$17M in member benefit projects and a NYSARH volunteer since 2012, she has presented at Association events and healthcare conferences and holds an MBA in healthcare leadership and and MS in health research and policy (Cornell Graduate School of Medical Sciences). As a NY Public Health Corps Senior Fellow, she supported management, grants and certification at The Rural Outreach Center and managed research and writing for Erie County's Community Health Assessment.

NYSARH LEADERSHIP

Michael Pease is the CEO of The Chautauqua Center (TCC), a Federally Qualified Health Center located in Chautauqua County, New York. He earned both his Bachelor's and Master's Degrees in Healthcare Administration and is a nurse, as well. During the past 25 years, Mr. Pease has worked for various organizations in both clinical and supervisory roles. The past 15 years, he has worked for TCC and has been involved with the center since its inception.

MIKE PEASE
PRESIDENT



ALI COATES
VICE PRESIDENT



Ali Coates has been a NYSARH Board Member since 2019 and has served on various committees, most recently serving as Vice President of the Board. She co-chaired the 2020 NYSARH Conference, which adapted to a virtual format during the pandemic. Ali is co-Chair of the DEI Membership subcommittee. As a 2021-22 NRHA Rural Health Fellow, she is developing a rural health workforce policy. Ali holds MBA and MS degrees and is pursuing a PhD in Management, specializing in Health Systems at the University of Ottawa.

NANCY MCGRAW
TREASURER



Nancy McGraw is a community health planner, consultant, and President of McGraw Professional Consulting, LLC. Formerly Public Health Director in Sullivan County for 10 years, she led the Sullivan County Rural Health Network. With over 25 years of experience in public health planning, strategic planning, grant writing, and coalition building, she now serves as Treasurer for NYSARH. Nancy also works full-time at Cornell Cooperative Extension as Caregiver Resource Center Coordinator and holds an MBA and MPH.

MELISSA WENDLAND
SECRETARY



Melissa Wendland leads commissions addressing workforce challenges, long-term care, and health inequities among the rural poor. She advocates for legislative opportunities with NYS's Health and Education Departments and Assembly. She coordinated a \$26.6M grant for the Finger Lakes region and facilitated a \$3.2M award to improve Medicare care transitions. Her leadership fosters trust among community partners. She has presented at major healthcare conferences and has research published in Journal of Academic Medicine.



NYSARH BOARD MEMBERS

ANN MORSE ABDELLA



Ann Abdella, President of A2 Associates, LLC, formerly led a Rural Health Network. She established an FQHC, facilitated clinical integration, and organized a rural Medicare ACO while actively advocating for rural health.

TAMMY L. AUSTIN-KETCH



Tammy Austin-Ketch, Dean and Professor at SUNY Upstate Medical University College of Nursing, has over 25 years of clinical practice with vulnerable populations. Her research focuses on cancer survivors' unmet needs and expanding telehealth access.

TINA BARBER



Tina Barber has over 30 years of nonprofit experience, including 12 years at the Southern Tier AIDS Program. Now Executive Director, she increased her Foundation's grants by 116%, created a nonprofit grocery store, and holds a CAP® designation.

LISA BERARD



Lisa Berard has dedicated her career to advocating for vulnerable populations, including at-risk youth, individuals with IDD, and Medicaid recipients. She fosters collaboration between healthcare and social services to improve community well-being.

HELEN EVANS



Helen Evans, Associate Director at Ardent Solutions since 2005, specializes in health literacy, community needs assessments, and collaboration to reduce health disparities. She leads program development and evaluation while promoting healthcare improvements.

EVELYN GARZETTA



Evelyn Garzetta, Executive Director of Northern Dutchess Immigrant Services, helps immigrants in Dutchess County lead healthy lives. She chairs the Berkshire Taconic Community Foundation Latino/Immigrant Outreach Roundtable and has received multiple awards for her service.

LENNART JOHNS



Lennart Johns, Founding Dean of the Lewis School of Health Sciences, grew up in rural Pennsylvania, shaping his commitment to rural healthcare. His research in neuro-immunology at the University of Vermont informs his work on sustainable healthcare workforce strategies.

KARIN PANTEL



Karin Pantel, a retired nurse with 54 years of experience, was also an Academic Nurse Educator in Public and Community Health. She co-created OATS, a program to enhance healthcare literacy and outcomes for older adults.

CLAIRE PARDE



Claire Parde, Executive Director of the Healthcare Consortium, is involved with multiple health and community boards and councils. She has extensive experience in community health, poverty, and policy, holding degrees in Natural Resource Management and Applied Social Research.

PAUL PETTIT



Paul Pettit, Director of Public Health for Genesee and Orleans Counties, has 21 years in rural health departments. He provides core public health services, including environmental health, and serves on the boards of NYSACHO, Lake Plains Community Care Network and others..

MANDY QUALLS



Mandy Qualls works at the Schuyler County Health Department with expertise in health education, nonprofit management, media relations, and content creation. Passionate about rural health, she also serves on the board of the NYS Public Health Association.

JOHN C. "JACK" SALO



Jack Salo, a consultant for non-profits, offers Executive Director coaching, project management, and interim services. A retired Executive Director of the Rural Health Network of South Central New York, he continues advocating for rural health and serving on several boards.

SHARI WEISS



Shari Weiss, Executive Director of Cayuga Community Health Network, has 20 years of experience in public and behavioral health. With a PhD and Master's in Public Administration, she also teaches, speaks publicly, and reviews for a national journal.

ELIZABETH WEIR



Beth Weir is Site Director and Vice President of Nursing at Ira Davenport Memorial Hospital. She leads rural healthcare expansion, including telemedicine and Primary Stroke Center accreditation. With over 20 years in nursing and leadership, she serves on multiple health boards.

DOUGLAS WILDERMUTH



Doug Wildermuth, Director of EMS and Experiential Learning at Lewis School of Health Sciences and Clarkson University, brings 30 years of EMS experience to enhance education programs. He frequently speaks at EMS conferences, promoting diversity and dynamism in the field.

KEYNOTE ADDRESS

DR. ALANA KNUDSON, PHD



Alana Knudson, PhD, is the director of the NORC Walsh Center for Rural Health Analysis and has over 30 years of experience leading health services research projects and implementing and evaluating public health programs. She has deep expertise in rural health, health equity, public health, health services research, telehealth, and evaluation. Alana has conducted numerous health services and health policy studies and public health projects funded by the Agency for Healthcare Research and Quality, the Centers for Disease Control and Prevention, the Centers for Medicare & Medicaid Services, Health Resources and Services Administration, U.S. Agency for International Development, and The Robert Wood Johnson Foundation, among others. Her project findings have informed state, tribal, and federal health policy.

Dr. Knudson is the Director of the ETSU/NORC Rural Health Equity Research Center, funded by Health Services and Resources Administration's (HRSA) Federal Office of Rural Health Policy, and the Pennsylvania Rural Health Model Evaluation funded by the Centers for Medicare and Medicaid Innovation (CMMI). She also serves as the Primary Investigator for HRSA's Bureau of Health Workforce's Substance Use Disorder Evaluation and the Provider Resiliency Evaluation. Knudson has extensive experience translating project findings into practice, such as the evidence-based toolkits housed on the Rural Health Information Hub (RHIfhub) funded by FORHP. The toolkits, with almost 15 million page views, highlight evidence-based and promising programs implemented in rural communities that aim to improve the health and well-being of rural residents. She received the 2021 National Rural Health Association's Outstanding Researcher Award.

Prior to joining NORC in 2009, Dr. Knudson was the Associate Director for Research at the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences. She also has state and national public health experience having worked at the North Dakota Department of Health and for the Association of State and Territorial Health Officials (ASTHO).

Brian Justice, DC is co-founder, Senior Vice President and Chief Innovation Officer at Spine Care Partners, LLC. He is an Adjunct Assistant Professor of Public Health Sciences at the University of Rochester School of Medicine and Dentistry.

Dr. Brian Justice very recently retired from his position as Medical Director of Excellus BlueCross BlueShield, where he was recruited in 2012 to develop and implement a comprehensive spine program focusing on early contact practitioners. The Spine Health Program is based on a program Dr. Justice co-developed with Spine Care, LLC. This was the only US spine program solely highlighted in publications ranging from Consumers Reports to the European Spine Journal.

Dr. Justice spent 28 years in a spine focused chiropractic practice in a variety of settings including private practice, hospital based, NFP inner city clinics and in industry. He has published and presented nationally on community approaches to health, quality improvement, pathway development, wellness/wellbeing and optimal interdisciplinary spine care. In 2015 Dr Justice was awarded a regional Health Care Innovation Award.

Brian has been happily married for 40 years, has 3 adult children and 4 adorable grandchildren. Just 3 weeks into semi-retirement he is looking forward to what's next, whatever that may be.

PLENARY ADDRESS

DR. BRIAN JUSTICE, DC



BREAKOUT SESSIONS THURSDAY

A. CULTURAL COMPETENCY – LATASSA

MARY MARUSCAK, MPA



Mary Maruscak, MPA, is the Director of Community Health at Rural Health Network of South Central New York, leading a team focused on increasing healthcare access and education. She's a certified Mental Health First Aid Instructor and master trainer.

Rural Cultural Competence

KRISTIN PULLYBLANK, PHD, RN



Dr. Pullyblank, with a background in biomedical anthropology and nursing, researches health equity in rural communities at the Bassett Research Institute. Her work focuses on developing, implementing, and evaluating programs to improve health outcomes and reduce disparities in rural populations.

Community System Redesign: An alternative approach to improving rural population health

B: AGING & DIVERSITY – SOUTHERN TIER

NANCY MCGRAW



Nancy McGraw is a community health planner, consultant, owner and President of McGraw Professional Consulting, LLC. Prior to starting her consultant business, Ms. McGraw served as the Public Health Director for the past 10 years in Sullivan County and also led the Sullivan County Rural Health Network.

Growing Older & More Diverse in Rural NY

ALI COATES, MBA, MS



Ali Coates, MBA, MS, is a PhD candidate at the University of Ottawa, adjunct faculty at Clarkson University, and a former rural hospital administrator, researching strategic decision-making in rural hospitals within larger health systems.

NYSARH Diversity Dashboard

C: SUBSTANCE USE – BINGHAMTON

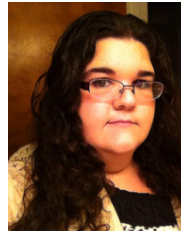
LESLEY PURYEAR, LMSW



Lesley, Director of the Bureau of Opioid Treatment at OASAS, leads efforts to expand access to opioid use disorder treatment statewide. She has extensive experience in regional operations and previously served as New York's SOTA. Lesley is an LMSW from Stony Brook University.

NYS OASAS Rural Health Initiatives

JENNIFER DONADIO



Jennifer Donadio began as an MSW intern at Friends of Recovery – New York in 2020. Now serving as HRSA Project Director, she oversees training and mentorship programs across rural New York, drawing on her social work and human services background.

Accessing Recovery Services in Rural NY

BRIDGETTE HARTMAN-DECENZO, LCSW



Brigette Hartman-Decenzo, LCSW, is the Director of Treatment Services at the Office of Addiction Services and Supports, overseeing youth, adult, and family programs. She has 25 years of experience in clinical and leadership roles in addiction services.

NYS OASAS Rural Health Initiatives

TIMOTHY BAX, MS, CARC, CRPA



Timothy Bax, a certified addiction recovery coach and peer advocate, owns Restoration Recovery Services in Niagara Falls. With nearly 20 years of experience, he's worked as an addiction and family counselor and holds degrees in psychology, mental health counseling, and law.

Accessing Recovery Services in Rural NY

BREAKOUT SESSIONS THURSDAY



D: COLLABORATION- JOHNSON CITY

ELIZABETH PHILLIPS,
MPH MCHES



Liz Phillips, MPH, MCHES is an alumna of CUNY School of Public Health at Hunter College. As Vice President of Community Initiatives at Sun River Health, she leads teams across New York, advancing wellness, prevention, and community health programs. She enjoys gardening, pottery, aromatherapy, travel, and Scrabble.

Growing Partnerships and Removing Barriers from the Ground Up

SHERRY WYCKOFF, MPH



Sherry Wyckoff, MPH, is the Vice President of Operations for Sun River Health's Northern Hudson Valley region. With over 10 years at SRH, she is dedicated to providing affordable, high-quality healthcare and enjoys community collaboration, gardening, and cooking.

Growing Partnerships and Removing Barriers from the Ground Up

SHARON D'ERRICO



Sharon D'Errico is the WIC Program Director at Sun River Health, overseeing nine locations in four counties. She has a culinary arts degree, a bachelor's in nutrition, and enjoys cooking, yoga, live music, and caring for her pets.

Growing Partnerships and Removing Barriers from the Ground Up

CHERISE MCDANIEL



Cherise McDaniel, Eastern Dutchess Health Center Director at Sun River Health, joined in March 2024. With 28 years of nonprofit healthcare experience, she holds a BS from Mercy College and is pursuing a master's in health administration.

Growing Partnerships and Removing Barriers from the Ground Up

E: TELEHEALTH – ENDICOTT

ANN MORGAN



Ann Morgan, Executive Director of North Country Healthy Heart Network in Saranac Lake, NY, holds an MS in Community Health Education from Southern Illinois University. She enjoys health program planning, exploring new places, and spending time with family.

Using Videoconferencing to increase access to evidence-based Chronic Disease Self-Management education in rural NY

JEROME JAMES



Jerome James, Access Program Director at the St. Lawrence County Health Initiative, has over 20 years of experience in aging and human services, overseeing Marketplace navigators, providing training, and advocating for equitable programs that promote aging independence across the North Country.

Using Videoconferencing to increase access to evidence-based Chronic Disease Self-Management education in rural NY

SHANNON VAN HOUSE



Shannon Van House began at Claxton-Hepburn in 2011, working in the ICU and joining the Diabetes Education Department in 2014. She's an American Association of Diabetes Educators member, certified in wound care, and a tobacco treatment specialist.

BREAKOUT SESSIONS FRIDAY



F: THE RURAL NON-PROFIT LANDSCAPE IN 2024: LEADING DURING CHALLENGING TIMES – BINGHAMTON

TINA BARBER



Tina has over 30 years of nonprofit experience, including 12 years at the Southern Tier AIDS Program in leadership roles. Now Executive Director, she increased her Foundation's grants by 116%, created a nonprofit grocery store, and holds a CAP® designation.

SHARON CHESNA, MPA



Sharon Chesna, with over 40 years in perinatal health, led Mothers & Babies Perinatal Network for 30 years. Her expertise spans non-profit management, health systems, and grant writing. She has served on several advisory councils and received multiple awards.

JACK SALO



Jack Salo, a consultant for non-profits, offers Executive Director coaching, project management, and interim services. A retired Executive Director of the Rural Health Network of South Central New York, he continues advocating for rural health and serving on several boards.

G: SUICIDE PREVENTION – SOUTHERN TIER

SUSAN GLODSTEIN, DNP, RN,
PMHNP-BC, PMHCNS-BC



Susan L. Glodstein, a psychiatric nurse for over 35 years, is a clinical associate professor and program coordinator at Decker College, Binghamton University. She runs a private practice focused on mental wellness, mindfulness, and suicide prevention.

***Suicide Prevention:
Raising Awareness***

AUDREY MCDUGAL, LCSW



Audrey McDougal, a Licensed Clinical Social Worker, has over ten years of experience in mental health. She works with children and families, supports local farmers with NY FarmNet, and holds certifications in Mental Health First Aid and Ecotherapy.

***Talk Saves Lives:
Suicide Prevention***



H: CLIMATE CHANGE – ENDICOTT

ANDREAS D. PAPE



Andreas Duus Pape, an associate professor at Binghamton University, directs Binghamton 2 Degrees, a FEMA-funded initiative using art and science to explore climate impacts and resilience strategies for a two-degree warming scenario.

Binghamton 2 Degrees

YVONNE JOHNSTON,
DRPH, MPH, MS, RN, FNP



Dr. Johnston, Associate Professor and Founding Director of Public Health at Binghamton University, teaches epidemiology and biostatistics. She also practices as a Family Nurse Practitioner at Broome County Health Department and serves on the CDC's Board of Scientific Counselors.

Binghamton 2 Degrees

PAMELA MISCHEN, PHD



Pamela Mischen, PhD, is a professor of environmental studies and Chief Sustainability Officer at Binghamton University. Her research focuses on sustainable communities, interorganizational networks, and behavior change. She actively supports the SUNY Sustainability Advisory Committee and Binghamton's 2 Degrees Initiative.

Binghamton 2 Degrees

SANDRA JEE, MD, MPH



Sandra H. Jee, MD, MPH, is a Professor of Pediatrics at the University of Rochester and directs both the Finger Lakes Children's Environmental Health Center and the Western NY Lead Poisoning Resource Center, serving high-needs children in Rochester.

Partnering with the NYS Children's Environmental Health Center

AUGUSTA WILLIAMS, DSC, MPH



Augusta Williams, a tenure-track Assistant Professor at SUNY Upstate Medical University, also serves as Assistant Director of the Central New York Children's Environmental Health Center. Her expertise in public health and climate change comes from training at Harvard, Columbia, and Hobart and William Smith Colleges.

Partnering with the NYS Children's Environmental Health Center

JENNIFER D. BECKER, MPH, CPH



Jennifer D. Becker, MPH, CPH, is the Sr. Public Health Project Specialist and Outreach Coordinator for FLCEHC. With a BS from Houghton College and an MPH from the University of Rochester, she focuses on children's environmental health and lead poisoning prevention.

Partnering with the NYS Children's Environmental Health Center

PERRY SHEFFIELD, MD, MPH



Perry Sheffield MD, MPH, Co-Director of NYS CHECK at Icahn School of Medicine, is a pediatrician and environmental health researcher. She also co-directs the EPA Region 2 Pediatric Environmental Health Specialty Unit and is a faculty member in Environmental Medicine & Climate Science.

Partnering with the NYS Children's Environmental Health Center

BREAKOUT SESSIONS FRIDAY



KELLY GALLOWAY, MPH



**Partnering with the
NYS Children's
Environmental Health
Center**

Kelly Galloway is an NYSCHECK Environmental Health Scholar and Capital Region coordinator. After earning her master's in 2022, she transitioned from a Public Health Specialist at NYS Department of Health to focus on community needs assessment and asset mapping.

OLIVIA MALVASI, MPH



**Partnering with the
NYS Children's
Environmental Health
Center**

Olivia Malvasi is the Grant Coordinator at the Central New York Children's Environmental Health Center and an Environmental Health Scholar (2022-2024). She earned her MPH from SUNY Upstate Medical University and has a background in environmental health and safety.

I: RURAL WORKFORCE – LATASSA

CHRISTINE SCHUYLER



**Operation Healthcare:
Careers that have
Everyone Buzzing**

Christine Schuyler, Healthcare Initiatives Program Director at SUNY Jamestown Community College, leads healthcare workforce grants and initiatives within the college's Health and Wellness framework. With 30 years in health services, she represents JCC in community and professional settings.

WHITNEY CALLAGHAN



**Institute for Career
Advancement in
Medicine**

Whitney Callaghan, a Northern NY native and Center Director at NAHEC in Canton, holds a Bachelor's and Master's in Community Health from SUNY Potsdam. She connects individuals with local resources and advocates for health industry development.

J: RURAL HEALTH POLICY – JOHNSON CITY

ALEXANDRA DUFRESNE, JD



State Policy Advocacy

Alexandra Dufresne is the Director of the State Policy Advocacy Clinic at the Brooks School of Public Policy at Cornell, where she works and teaches at the intersection of law and policy.



ROUNDTABLE PRESENTERS

LOVINA JOHN, MPH
RURAL MULTI EPIDEMIC



Lovina John is a Policy Associate at Community Education Group, tackling HIV, Hepatitis, and Substance Use Disorder across Appalachia. She holds a Master's in Public Health (2023) and multiple undergraduate degrees. She's passionate about restrictive health policy.

PAULINE HOFFMANN, PHD
DISINFORMATION



Pauline W. Hoffmann, Ph.D., an infodemiologist and NYS Senior Public Health Fellow, teaches, practices, and publishes on infodemics. Author of Fake News, Witch Hunts & Conspiracy Theories, she holds degrees from SUNY Buffalo and St. Bonaventure University.

JASON FULKERSON
MENTAL HEALTH FIRST AID



Jason Fulkerson serves as the Program Coordinator at the Western New York Rural Area Health Education Center, where he supports initiatives aimed at improving healthcare access and workforce development in rural communities.

BETH WEIR, MSN, BSN
RURAL EMERGENCY HOSPITAL



Elizabeth Weir is the Site Administrator and VP of Nursing at Ira Davenport Memorial Hospital, part of Arnot Health. With over 20 years in nursing and leadership, she expanded telemedicine, secured Primary Stroke Center accreditation, and is involved with multiple boards.

JULIE PITTS
AMERICORPS



Julie Pitts joined Rural Health Network of SCNY in 2009, initially supporting the Rural Health Service Corps (AmeriCorps) program and becoming Director in 2014. She holds a Master's in Education from Binghamton University and enjoys thrift shopping, spreadsheets, soccer, and dogs.

KEVIN DAVIDSON
FARM TO TABLE/SCHOOL



Kevin Davidson is the Farm to Early Care and Education Coordinator for the Rural Health Network of South Central NY. He uses his research background and farming experience to pilot and support Farm to ECE programming in several counties.

BRAD WEST
CANCER SCREENING



Brad has nearly 30 years in healthcare, with over 20 years at Genentech. As a lifelong New Yorker, he's passionate about health equity and now leads Genentech's corporate membership in the NY Lung Cancer Screening Action Team.

KATHLEEN MAIGNAN AGPCNP-BC, MSN
CANCER SCREENING



Kathleen Maignan, MSN, AGPCNP-BC, RN, OCN, is a Medical Affairs Executive Director at Genentech, leading medical strategy and improving patient outcomes. She is a published cancer researcher, presenting at ASH, ASCO, and ONS conferences.

ALEX GILROY
CANCER SCREENING



Alex joined Genentech in 2008 upon graduating from Lehigh University. She holds an MBA from Wharton in Healthcare Management. She has held a broad variety of roles in Healthcare at Genentech but has a special passion and interest in Rare Disease.

POLICY FORUM

NIKKI KMICINSKI, MS, RD, CDN



Nikki Kmicinski is the Executive Director of WNY Integrated Care Collaborative, a nationally recognized Community Care Hub. Under her leadership, WNYICC won the 2023 John A. Hartford Business Innovation Award and was featured in the White House's Social Determinants of Health Playbook. Nikki is a Registered Dietitian with an MS in Service Management.

PATRICIA MCMAHON, MPH



Patricia McMahon is the Executive Director of FLIPA with extensive experience in developing and leading provider networks. A skilled facilitator, she builds trust and drives action among partners. Previously, she led Inclusive Alliance and UCHC, advancing network development and contracting with MCOs in VBP arrangements.

ELIZABETH URBANSKI-FARRELL



MODERATOR

Liz Urbanski-Farrell is Executive Director of the NYS Association for Rural Health. She has experience working with hospitals, long-term care, social care agencies and association management.

MARK ROPIECKI



Mark Ropiecki is the Executive Director of Care Compass Network, leading collaborations with 130+ organizations in New York's Southern Tier to address disparities and SDOH needs. He previously worked with Deloitte's healthcare advisory practice and holds a BS in Cellular/Molecular Biology.

UPCOMING WEBINARS



ELIMINATING HEPATITIS C IN RURAL COMMUNITIES

WHEN: OCT 17TH, 1PM

PRESENTER: COLLEEN FLANIGAN, RN, MS

REGISTER HERE:
[HTTPS://NYSARH.WILDAPRICO
T.ORG/EVENT-5863254](https://nysarh.wildapricot.org/event-5863254)

WHAT IS RURAL, ANYWAY?

WHEN: NOV 21, 1PM

PRESENTER: KEVIN J. BENNETT,
BS MS PHD

REGISTER HERE:
[HTTPS://NYSARH.WILDAPRICO
T.ORG/EVENT-5863285](https://nysarh.wildapricot.org/event-5863285)



THANK YOU TO OUR FQHC SPONSORS



THANK YOU TO OUR RHN SPONSORS



Get Healthy North Country

Community Integrated Health Network | gethealthynoco.org



The Healthcare Consortium



People in rural New York deserve **good health.**

Our Transform Rural Health campaign lifts the voices of rural New Yorkers through stories, research, and resources.

Scan to read our reports on rural health in WNY and CNY.



Transform Rural Health

Health Foundation for Western & Central New York
hfwcny.org

**Binghamton University
Decker College of Nursing
and Health Sciences and
the O'Connor Office of
Rural Health Studies
are proud to sponsor the
NYSARH Rural Health
Symposium.**



**BINGHAMTON
UNIVERSITY**

DECKER COLLEGE OF NURSING
AND HEALTH SCIENCES

KinneyDrugs®

**Proud to support
the 2024 Rural
Health Symposium**

Serving rural patients & customers since 1903.



www.KinneyDrugs.com

VISIONS
FEDERAL CREDIT UNION

Let us support you
on your financial
wellness journey.



Scan here or visit
[visionsfcu.org/
walletwellness!](https://visionsfcu.org/walletwellness)

800.242.2120 • visionsfcu.org



Federally insured by NCUA.

The Telehealth Team at MCD Global Health is proud to sponsor the 2024 Rural Health Symposium hosted by NYSARH.

**NORTHEAST
TELEHEALTH**
RESOURCE CENTER

Do you need help implementing telehealth?

We provide individualized technical assistance, education, and other resources in collaboration with the National Consortium of Telehealth Resource Centers, MCD Global Health, and the University of Vermont.

We offer:

- Short and long term technical assistance
 - Access to specialized tools + templates
 - Access to educational materials
 - Education for the telehealth workforce
 - Access to telehealth experts willing to share their experiences
 - Support for collaboration that fosters a favorable environment for telehealth
- ...and more!



www.netrc.org



@NortheastTRC



netrc@mcdph.org

CARE²
collaborative for Advancing
Rural Excellence • Equity

Project ECHO® communities, asynchronous eLearning, and workshops & webinars for *rural behavioral health providers*



Project ECHO: Aging, Community, & Equity



Substance Use Disorder ECHO



www.ruralcare2.org



mfascione@mcd.org



We envision a world where all people have access to high-quality solutions to improve and maintain their health and well-being. Learn more at www.mcd.org

Hepatitis C testing is for everyone.

New York State requires the following people be screened for hepatitis C:

- All persons 18 years of age and older.
- Persons under the age of 18 with a risk.
- All pregnant people during each pregnancy.

health.ny.gov/Test4HepC





We Are Committed to Rural Health

We are proud to sponsor this conference and support the work of rural health advocates. Your dedication to improving the well-being of rural communities is inspiring, and we are honored to stand with you in this important mission.



primeau • fahey
and associates

www.primeaufahey.com | 518-470-2825




NYS Children's Environmental Health Centers

NYSCHECK.ORG



Boost Revenue and Care with Remote Patient Monitoring



\$370k+

unlocked for RHCs per 100 patients/per year



Scan to visit kangaroohealth.com or schedule a time to chat: hello@kangaroohealth.com



YOUR PARTNER IN RURAL HEALTH



Rural Community Collaboration
Health Advocacy
Developmental Events



RSA
RURAL SCHOOLS ASSOCIATION
— OF NEW YORK STATE —



TICK TWEEZERS

HASHIR PRODUCTS
Tweeze, Tug, Tick Off!



SPECIALIZING IN CUSTOMIZED TICK TWEEZERS & TICK KITS!

To request a quote or to learn more about ticks, helpful resources and prevention tips

CHECKOUT Ticktweezers.com

www.RSANY.org

UPSTATE NEW YORK POISON CENTER

POISONING
EMERGENCY?
QUESTIONS?

**1-800-
222-1222**

FAST. FREE.
CONFIDENTIAL.
www.upstatepoison.org

NY FarmNet is Hiring!



- Passionate about agriculture, rural mental health, and the farming community of NYS?
- Have a MSW, LCSW, Master's in Counseling, Master's in Psychology, or equivalent degree/certification?
- Interested in part-time, flexible work doing what you love?

Then apply to be a NY FarmNet Family Consultant!

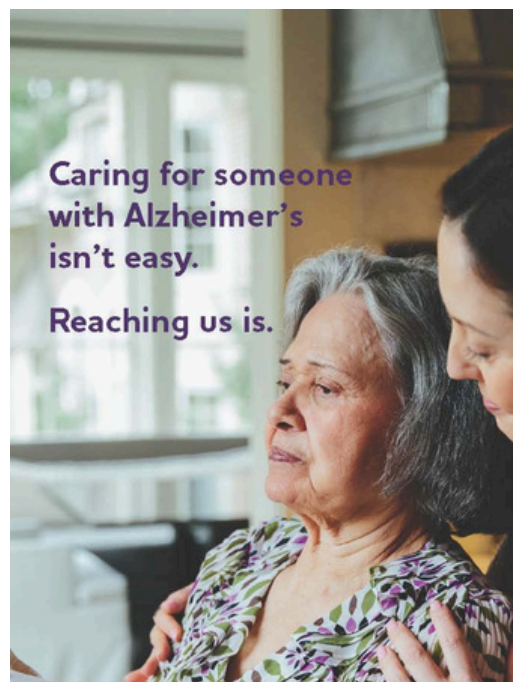


Visit www.nyfarmnet.org to learn more about open opportunities!

 **NYFARMNET**
1-800-547-3276 | www.nyfarmnet.org

Caring for someone with Alzheimer's isn't easy.

Reaching us is.



The Alzheimer's Association offers **FREE** educational programs, support groups and a staff of local experts across New York State who can help you navigate this journey.

800.272.3900 | alz.org

 **ALZHEIMER'S ASSOCIATION**

This program is supported in part by a grant from the New York State Department of Health.



multiview[®]
FINANCIAL SOFTWARE

Transform Your Finances
Power Your Healthcare
Decisions with Multiview ERP.



VISIT OUR WEBSITE



Accelerate Month-End Close

Trust Multiview ERP for Precision in Healthcare Finance.

www.multiviewerp.com



SERVICES



 Referral Platform

 Harm Reduction Supplies

 Telemedicine

 Transportation Vouchers

 Medication Vouchers

Connect with us!


 www.mattersnetwork.org

 765-MATTERS (628-8377)

MAWENZI HEALTH INC

Care Management Services

Seamless Chronic Care Management with Integrated Health Center Support

 347-261-3722



About Us

Founded by a seasoned nurse with over 15 years of experience in chronic care management working for large health systems and accountable care organization, Mawenzi Health provides comprehensive care management services to rural and Federally Qualified Health Centers. Our dedicated team of RNs, LPNs, and MAs deliver high-quality care, ensuring excellence in every service we provide. Our offerings include, but are not limited to, Annual Wellness Visit enrollments and completion, Chronic Care Management, Transitions of Care, and Remote Patient Monitoring services. Quality care is our top priority, and we are committed to improving patient outcomes through personalized, patient-centered solutions.

Benefits


- Personalized Care: Tailored support for managing chronic conditions, ensuring each patient receives the attention they need.
- Enhanced Outcomes: Proven strategies to improve health outcomes and quality of life for patients with chronic diseases.
- Seamless EMR Integration: Comprehensive documentation and updates in patients' EMRs for accurate and efficient care management.
- Comprehensive Support: Coordination of care across providers, integrating social determinants of health for holistic care.
- Accessible Care: Services designed to fit seamlessly into patients' lives, making healthcare easier and more effective.



Our Chronic Care Management Services

- Enhance Patient Care with Our CCM Services:
- Personalized Care Plans: Custom solutions for each patient's needs.
- Regular Monitoring: Track and manage chronic conditions effectively.
- Care Coordination: Integrated support with your health center's team.
- Patient Education: Tools and resources for better self-management.
- Proactive Support: Prevent complications and reduce hospital visits.

Partner with Mawenzi Health to optimize care for your patients

 3 Columbus Circle, 15th Floor, New York, 10019

 www.mawenzihealth.com  contact@mawenzihealth.com

HONOR GOOD WORK IN RURAL HEALTH & SUBMIT YOUR NOMINATIONS TODAY! DEADLINE: OCT. 18, 2024

SUBMIT OR APPLY AT: [NYSARH.ORG/AWARDS](https://nysarh.org/awards)

Senator Patricia M. McGee Award

The Senator Patricia M. McGee Rural Health Worker Award is given to an individual who has made an outstanding contribution of major significance to improve the health of rural populations. The Award was renamed for Senator McGee in recognition of the late Senator's unyielding commitment to improving rural residents' quality of life through legislation which will have a positive impact for many years to come.

Dr. Gary Ogden Rural Health Practitioner of the Year Award

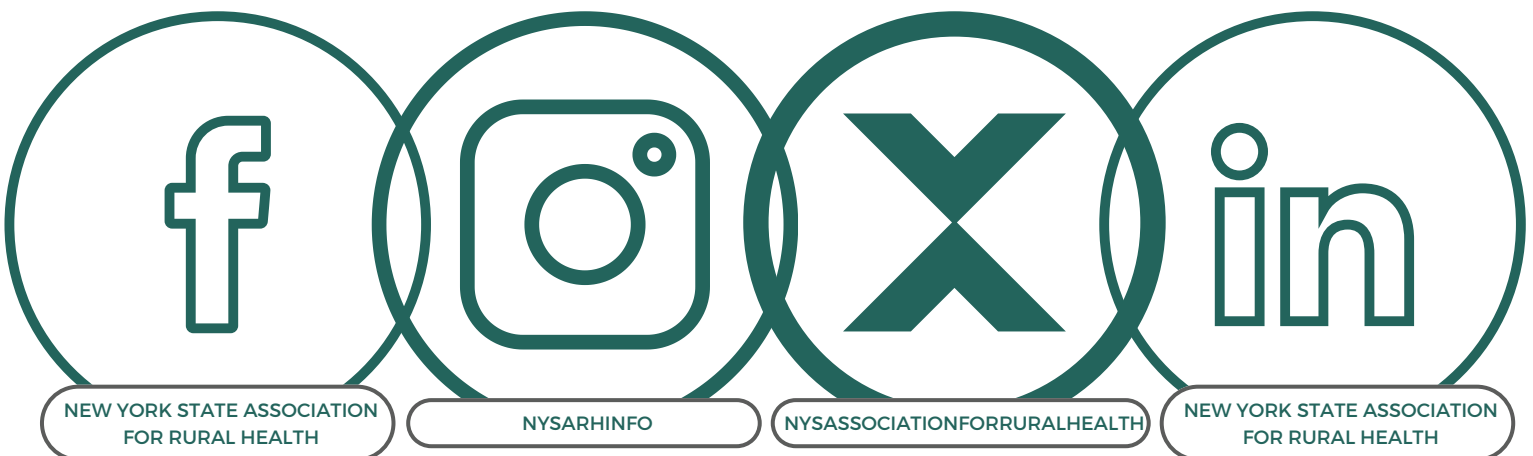
The Rural Health Practitioner award recognizes a rural clinical Practitioner of any level or specialty. Candidates for this award should exhibit the same qualities we witnessed in Dr. Gary Ogden; a passion for life, selfless dedication to their community, organization, and especially, their patients; a strong sense of truth, and the conviction, belief, and action to make dreams a reality.

Outstanding Rural Health Program

This award recognizes a community-wide, regional or statewide rural health program involving one or more health care professionals, or entities that promote or facilitate the development of the rural health care delivery system.

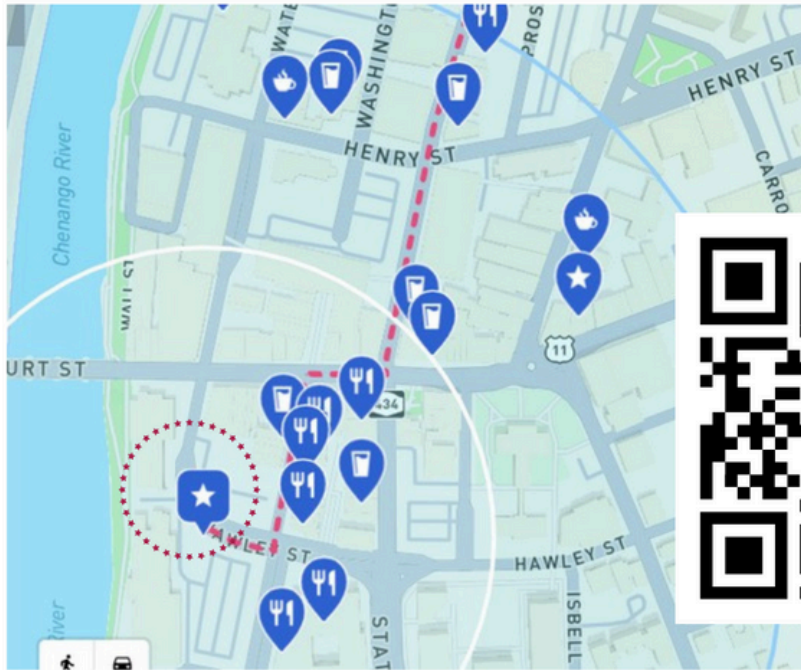


Follow us on your favorite social media sites



Binghamton Restaurants

Scan the QR code to view many nearby options



You are here

Walkable, under ½ mile

Burger Mondays
Craft Bar & Kitchen
Downtown by Chef Jay
Garage Taco Bar
Grove
Iron Agave
Lost Dog Café
Pho Nomenal
PS Restaurant
Sake-Tumi
Thai Time
The Stone Fox

Other Nearby Options

Less than 1 mile

Little Venice
Parlor City Vegan
Remlik's
Station 45 American Chop House
Whole in the Wall

To read the [CMS Framework for Advancing Health Care in Rural, Tribal, and Geographically Isolated Communities](https://www.cms.gov/ruralhealth), visit, [go.cms.gov/ruralhealth](https://www.cms.gov/ruralhealth).

The CMS Office of Minority Health offers health equity technical assistance resources, aimed to help health care organizations take action against health disparities. If you are looking for assistance, visit [go.cms.gov/healthequityta](https://www.cms.gov/healthequityta) or email HealthEquityTA@cms.hhs.gov.



JOIN NYSARH

Enjoy the benefits of membership in the New York State Association for Rural Health...join online today! See more details at below.

The New York State Association for Rural Health is a not-for-profit, non-partisan, grassroots membership organization working to preserve and improve health and human services in rural New York State. NYSARH is a member of the National Rural Health Association.



WHAT WE DO

- Work to maintain a diverse membership that is representative of geographic locale, culture, gender, economic status and racial or ethnic background.
- Embrace a holistic or whole person approach to health, which recognizes the inter-relationship that exists among social, physical and emotional well-being.
- Recognize the benefit of partnering with other organizations and associations with similar interests in a collegial and collaborative manner.
- Respect the autonomy and supporting the self-determination of local communities in identifying and resolving their unique health care needs.
- Empower members to effect positive change in rural health through grassroots efforts.

ENJOY THE BENEFITS!

- Job postings (New!) Post your available positions or look for a new job on NYSARH's website
- Rural Diversity Data Dashboard (New) to assist with identifying social determinant of health challenges, successes and trends. Compare data between urban and rural areas, by ZIP Code, County, or Census Tract
- Networking opportunities
- NYSARH Rural News and Grant Opportunity Updates
- Discounts on NYSARH conference and partner events like the NYSARH Fall Rural Health Symposium and Public Health Partnership conferences
- Rural educational webinar discounts: Monthly rural health educational webinars are available free to members
- Quarterly newsletters
- State and federal legislative and regulatory policy updates and advocacy on issues affecting rural health and wellness
- Fellowships and internships for students interested in rural health and health policy in New York State
- Connections to rural health resources

Please fill out the evaluation here:

<https://www.surveymonkey.com/r/2024RHSEvaluation>

