

# Rural Health Conference May 2 and 3 2012

**The Marriott Legends at Capitol Hill  
Prattville, Alabama**



**OFFICE OF PRIMARY CARE & RURAL HEALTH**  
ALABAMA DEPARTMENT OF PUBLIC HEALTH  
334.206.5436 | [WWW.ADPH.ORG/RURALHEALTH](http://WWW.ADPH.ORG/RURALHEALTH)





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Wednesday, May 2, 2012

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- 12:00 – 1:00      REGISTRATION AND REFRESHMENT BREAK WITH THE VENDORS**
- 1:00 – 4:30      CONCURRENT BREAKOUT SESSIONS (30 MINUTE STAGGERED BREAKS)**
- 4:45 – 6:00      ALABAMA RURAL HEALTH ASSOCIATION OPEN MEETING (ALL WELCOME )**

Thursday, May 3, 2012

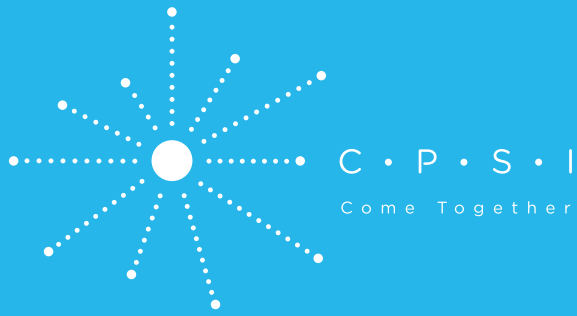
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- 8:00 – 9:00      BREAKFAST WITH THE VENDORS – SPONSORED BY CPSI**
- 9:00 – 10:15     OPENING PLENARY WITH KEYNOTE SPEAKER**
- 10:15 – 10:30    REFRESHMENT BREAK WITH THE VENDORS**
- 10:30 – 12:00    CONCURRENT BREAKOUT SESSIONS**
- 12:00 – 1:30     LUNCH PLENARY**
- 1:30 – 1:45      REFRESHMENT BREAK WITH THE VENDORS**
- 1:45 – 2:45      CONCURRENT BREAKOUT SESSIONS**
- 2:45 – 3:15      BREAK WITH THE VENDORS (DRAWING FOR DOOR PRIZES)  
EVALUATION FORM NEEDED FOR ATTENDANCE**
- 3:15 – 4:00      CONCURRENT BREAKOUT SESSIONS**



**ACHE CONTINUING EDUCATION – 12 HOURS**

Alabama Rural Health Conference is authorized to award ~12 hours of pre-approved Category II (non-ACHE) continuing education credit for this program toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.



# CPSI EMR System Users Lead in EHR Adoption Payments



CPSI leads in hospitals under 100 beds nationally who have received Medicare Meaningful Use Payments. Of the hospitals listed under 100 beds, an industry leading 33% utilize CPSI's EMR System.\*

For more information on the CPSI EMR System:

[www.cpsinet.com](http://www.cpsinet.com)

800.711.CPSI

Wednesday, May 2, 2012

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**12:00 – 1:00**

**Lobby | REGISTRATION**

**Salon B | REFRESHMENTS WITH THE VENDORS**

**1:00 – 2:15**

**Salon D&E**

***Rural Health Clinic Cost Reporting (Part 1)***

Julie Quinn, CPA

This session will discuss how the RHC rate is calculated, productivity standards and visit counts, what costs are (and are not) allowable, and reimbursement for influenza and pneumococcal vaccinations.

**2:15 – 2:45**

**Salon B | REFRESHMENT BREAK WITH THE VENDORS**

**2:45 – 4:30**

**Salon D&E**

***Rural Health Clinic Cost Reporting (Part 2)***

Julie Quinn, CPA

This continuation session will review related party transactions, non-RHC allocations for Lab, EKG and X-ray, revenue maximization strategies, and tips to avoid a call from the auditor.



Thursday, May 3, 2012

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- 8:00 – 9:00**     **Lobby | REGISTRATION**  
**Salon B | BREAKFAST WITH THE VENDORS – SPONSORED BY CPSI**
- 9:00 – 10:15**     **Salon A | PLENARY WITH KEYNOTE SPEAKER**  
***The March to Value***  
Clinton MacKinney, MD, MS  
New Medicare, Medicaid, and private health insurance policies will increasingly reward physicians and hospitals for health care value, not just service volume. The transition from volume-based payment (fee-for-service) to value-based purchasing will have profound impacts on health care delivery. However, the transition to value-based purchasing will be challenging when the majority of payments to providers remain fee-for-service based. On the other hand, providers that embrace these changes will be most competitive and successful in the future. Dr. MacKinney's presentation will discuss various legislated and other value-based purchasing initiatives. He will also discuss how value-based purchasing will be most effective when physicians and hospitals work together coordinating services along the health care continuum.
- 10:15 – 10:30**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 10:30 – 12:00**     **Salon D&E**  
***Medicare Bad Debts – How to Get Reimbursed***  
Julie Quinn, CPA  
Julie Quinn will discuss what should and should NOT be included on the Medicare bad debt log, when to write off a Medicare bad debt, collection policy – what should and should NOT be included, audit documentation, and why you get negative remittance advice and how this relates to Medicare bad debts.
- 12:00 – 1:30**     **Salon A | LUNCH PLENARY**  
***An Update from Washington on Rural Health Issues***  
Alan Morgan  
What happens in Washington does not stay in Washington! Learn in-depth information about major rural health care issues, programs, and legislation from a Washington perspective, along with the realistic possibilities and expectations for rural health care interests and needs.
- 1:30 – 1:45**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 1:45 – 2:45**     **Salon D&E**  
***What Rural Health Clinics Need to Know to Prepare for ICD-10 Implementation (Part 1)***  
Nena Scott, MEd, RHIA, CCS, CCS-P  
Nena Scott will provide an overview for the reasons for changing to ICD-10, review the basic structure of ICD-10, and review important guidelines and conventions of ICD-10. This presentation will specifically target Rural Health Clinics.
- 2:45 – 3:15**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS (DRAW FOR DOOR PRIZES)**
- 3:15 – 4:00**     **Salon D&E**  
***What Rural Health Clinics Need to Know to Prepare for ICD-10 Implementation (Part 2)***  
Nena Scott, MEd, RHIA, CCS, CCS-P  
(CONTINUATION OF PREVIOUS BREAKOUT SESSION)

Wednesday, May 2, 2012

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12:00 – 1:00

**Lobby | REGISTRATION**

**Salon B | REFRESHMENTS WITH THE VENDORS**

1:00 – 1:30

**Grand Oak II**

***Today's State of Affairs in Rural PPS Hospitals***

Mary Guyot, RN, BS, CRRN

Ms. Guyot will focus on the forces to be reconciled with when managing a small rural PPS hospital. Administration and staff are being pulled in different directions at the same time and prioritizing is becoming more difficult but more crucial. It's time to take an inventory in order to increase efficiencies and improve outcomes. An overview of key strategies will be presented as well as a tool to document initiatives, goals, action plans, and outcomes.

1:30 – 2:30

**Grand Oak II**

***Observation – Is Our Service Medicare Compliant? (Part 1)***

Mary Guyot, RN, BS, CRRN

This session will consist of describing Observation Services in detail to include: description, benefits, downfalls, RAC review, medical necessity documentation, condition code 44, calculating observation hours to be billed (Start and Stop time as well as Active Monitoring time), and beneficiaries' responsibilities.

2:30 – 3:00

**Salon B | REFRESHMENT BREAK WITH THE VENDORS**

3:00 – 3:30

**Grand Oak II**

***Observation – Is Our Service Medicare Compliant? (Part 2)***

Mary Guyot, RN, BS, CRRN

Ms. Guyot will review facility and professional fee billing for Observation Services and lead a discussion regarding action plan for performance improvement to ensure compliance.

3:30 – 4:30

**Grand Oak II**

***Best Practices for Hospitalists in Rural Hospitals***

Mary Guyot, RN, BS, CRRN | Moderator

Ralph Clark and Wayne McElroy | Panelists

A panel of two Alabama rural hospital representatives will share experiences regarding the implementation of their hospitalist initiatives. The moderator will then share her personal findings when working with rural hospitals that use a hospitalist model, along with what she considers best practices.



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***The March to Value***  
Clinton MacKinney, MD, MS  
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- 10:15 – 10:30**      **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 10:30 – 12:00**      **Grand Oak II**  
***ICD-10: What Every Hospital Executive Should Prepare For***  
Nena Scott, MEd, RHIA, CCS, CCS-P  
This session will introduce the ICD-10-CM/PCS classification system and explain its purpose and importance. There is a review of the history, current use, and benefits of the ICD system. Attendees will be provided with a detailed look at changes in the new system and how ICD-10-CM/PCS will affect health care professionals and departments. Finally, participants will explore the impact of the ICD-10-CM/PCS transition while gaining familiarity with various departments and professionals within a typical health care facility.
- 12:00 – 1:30**      **Salon A | LUNCH PLENARY**  
***An Update from Washington on Rural Health Issues***  
Alan Morgan  
What happens in Washington does not stay in Washington! Learn in-depth information about major rural health care issues, programs, and legislation from a Washington perspective, along with the realistic possibilities and expectations for rural health care interests and needs.
- 1:30 – 1:45**      **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 1:45 – 2:45**      **Grand Oak II**  
***Emergency Department: The Door to Your Hospital***  
Mary Guyot, RN, BS, CRRN  
The value of the emergency room has increased tremendously over the years and is now considered not only the front door to the hospital but also the windows. Every rural hospital should have this department on their radar as one deserving a high level of attention from the executive administrative team and the board of directors. Mary Guyot will make recommendations on performance improvement and data that every ED should be tracking.
- 2:45 – 3:15**      **Salon B | REFRESHMENT BREAK WITH THE VENDORS (DRAW FOR DOOR PRIZES)**
- 3:15 – 4:00**      **Grand Oak II | QUESTION AND ANSWER SESSION/OPEN DISCUSSION FORUM**  
Mary Guyot, RN, BS, CRRN  
Participants will have an opportunity to ask questions on any Rural Hospitals track topic. Hospitals will have the opportunity to share an action plan for implementing a new process.

Wednesday, May 2, 2012

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- 12:00 – 1:00**    **Lobby | REGISTRATION**  
**Salon B | REFRESHMENTS WITH THE VENDORS**
- 1:00 – 2:45**    **Rosewood Boardroom**  
***Alabama Gulf EMS Region STEMI System – Building Partnerships for Patient Care (Part 1)***  
Captain Jack Busby and Ann Eubanks, MSN, RN-BC, CNL | **Panelists**  
Captain Busby will discuss the background of the Gulf Area STEMI development, an overview of the Baldwin County STEMI system, and an overview of a STEMI receiving center.
- 2:45 – 3:15**    **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 3:15 – 4:30**    **Rosewood Boardroom**  
***Alabama Gulf EMS Region STEMI System – Building Partnerships for Patient Care (Part 2)***  
Captain Jack Busby and Ann Eubanks, MSN, RN-BC, CNL | **Panelists**  
(CONTINUATION OF PREVIOUS BREAKOUT SESSION)

Thursday, May 3, 2012

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- 8:00 – 9:00**     **Lobby | REGISTRATION**  
**Salon B | BREAKFAST WITH THE VENDORS – SPONSORED BY CPSI**
- 9:00 – 10:15**     **Salon A | PLENARY WITH KEYNOTE SPEAKER**  
*The March to Value*  
 Clinton MacKinney, MD, MS  
 New Medicare, Medicaid, and private health insurance policies will increasingly reward physicians and hospitals for health care value, not just service volume. The transition from volume-based payment (fee-for-service) to value-based purchasing will have profound impacts on health care delivery. However, the transition to value-based purchasing will be challenging when the majority of payments to providers remain fee-for-service based. On the other hand, providers that embrace these changes will be most competitive and successful in the future. Dr. MacKinney's presentation will discuss various legislated and other value-based purchasing initiatives. He will also discuss how value-based purchasing will be most effective when physicians and hospitals work together coordinating services along the health care continuum.
- 10:15 – 10:30**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 10:30 – 12:00**     **Rosewood Boardroom**  
*Proper Documentation /PCR*  
 Steve Hemby  
 Attendants will learn how to complete a PCR in a professional manner.
- 12:00 – 1:30**     **Salon A | LUNCH PLENARY**  
*An Update from Washington on Rural Health Issues*  
 Alan Morgan  
 What happens in Washington does not stay in Washington! Learn in-depth information about major rural health care issues, programs, and legislation from a Washington perspective, along with the realistic possibilities and expectations for rural health care interests and needs.
- 1:30 – 1:45**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS**
- 1:45 – 2:45**     **Rosewood Boardroom**  
*Capnography for Pre-Hospital Use*  
 Randy Price, NREMTP, BS  
 Mr. Price will present an overview of capnography, including the history and its uses. In addition, attention will be focused on what makes capnography possible, and how capnography can be used for both intubated and non-intubated patients. New diagnostic uses will be discussed and finally case presentations will illustrate the principles of reading and interpreting a capnography waveform.
- 2:45 – 3:15**     **Salon B | REFRESHMENT BREAK WITH THE VENDORS (DRAW FOR DOOR PRIZES)**
- 3:15 – 4:00**     **Rosewood Boardroom**  
*Advances in Resuscitation Science*  
 Sarah Nafziger, MD  
 Since the invention of CPR techniques in the 1950's, resuscitation science has advanced significantly. We will discuss the history of resuscitation, the current status of resuscitation science, current techniques in resuscitation, and promising new therapies on the horizon. Some of the specific modalities that will be discussed include CPR, use of waveform capnography during resuscitation, and therapeutic hypothermia. The focus will be on how rural hospitals can integrate these technologies in a cost-efficient manner into their patient care routines.

**Jack Busby, RP****Fire Service Captain, EMS Division | Mobile Fire Rescue Department*****Alabama Gulf Region STEMI System-Building Partnerships for Patient Care***

With two decades of experience as a paramedic and firemedic, Jack Busby brings experience from both rural and urban areas of Alabama. He is the recipient of eleven awards recognizing his outstanding performance in his military and EMS careers. He currently serves as the Coordinator of Quality Improvement for Mobile Fire Rescue and Gulf Regional STEMI Taskforce.

**Ralph H. Clark, FACHE****CEO/Administrator | Medical Center Barbour*****(Panelist) Best Practices for Hospitalists in Rural Hospitals***

Ralph Clark currently serves as the CEO/Administrator of Medical Center Barbour in Eufaula, Alabama. He has worked with Southeast Alabama Medical Center (SAMC) since September 2006 and started working at Barbour in January 2007. Prior to his employment with SAMC, Mr. Clark served in several senior management positions with Eastern Health System in Birmingham and most recently held the position of Sr. Vice President for the system, which includes three hospitals in the Birmingham area. Prior to that, he was the President/CEO of Northwest Alabama Healthcare Authority located in Sheffield, Alabama, where he was responsible for the operations of Helen Keller Hospital and Red Bay Hospital for 15 years. He earned a Bachelor of Business Administration degree from Jacksonville State University and a Masters of Business Administration degree from Samford University. Mr. Clark is a Board Certified Healthcare Executive and Fellow of the American College of Healthcare Executives and served a three-year term as Alabama Regent. He served on the Board of the Alabama Hospital Association for 12 years and served as Board Chairman in 1992. He is currently the Board Chairman of the Alabama Diversified Health Services Board, the for-profit arm of the Alabama Hospital Association. He currently serves on the Alabama Hospital Association Board, the Healthcare Workers' Compensation Fund Board and is a member of the Eufaula Barbour County Chamber of Commerce. He is an active member of the Eufaula Rotary Club.

**Mary Guyot, RN, BS, CRRN****Principal | Stroudwater Associates*****Today's State of Affairs in Rural PPS Hospitals******Observation: Is Our Service Medicare Compliant?******(Moderator) Best Practices for Hospitalists in Rural Hospitals******Emergency Department: The Door To Your Hospital***

Mary Guyot, from Stroudwater Associates in Portland, ME, brings experience as an ICU/OR/OB and Med/Surg bedside RN and manager, as well as case manager and performance improvement director. She also has almost ten years of experience with Stroudwater as a consultant and principal. There she devotes 98% of her time consulting in rural hospitals nationwide on projects such as Financial and Operational Hospital Improvement, ED Analysis, Strategic Planning Facilitator, Case Management Analysis, and Swing Bed Training and/or Implementation.

**Clinton MacKinney, MD, MS****Assistant Professor | RUPRI Center for Rural Health Policy Analysis, College of Public Health, University of Iowa*****The March to Value***

Dr. MacKinney has worked in health care for nearly 30 years – the first 14 years as a rural family physician, practicing the full scope of family medicine. He has both owned a private practice and worked with large health care systems. Currently, Dr. MacKinney works as a full-time emergency department physician in rural Minnesota.

Dr. MacKinney is an assistant professor in the Department of Health Management and Policy at the University of Iowa, College of Public Health. He also is a member of the Rural Policy Research Institute (RUPRI). Prior to his position at the University of Iowa, Dr. MacKinney worked with nearly 50 rural providers and communities as a national health care consultant. Dr. MacKinney has served on national committees for the Institute of Medicine, the Department of Health and Human Services, the American Academy of Family Physicians, and the American Medical Association. In his capacity as a rural health advocate, Dr. MacKinney writes and presents nationally. Dr. MacKinney's professional interests include rural health policy, physician and administration relationships, new health care payment and delivery systems, patient safety and quality improvement, and population-based health care.

**Wayne McElroy****Administrator | Pickens County Medical Center*****(Panelist) Best Practices for Hospitalists in Rural Hospitals***

Wayne McElroy is employed by the DCH Health System, Inc. (DCH) of Tuscaloosa, Alabama. During his nine plus years with DCH, he has served as Administrator of Pickens County Medical Center (PCMC) in Carrollton, Alabama. His leadership and vision has lead PCMC through many positive changes including a state of the art emergency department, new fully-digital radiological services, an upgraded laboratory, new dialysis services, and newly renovated operating rooms. As a Certified Public Accountant with a degree from the University of West Alabama, he brought over 30 years of experience to PCMC in financial management, operations improvement and planning, and business development.

**Alan Morgan****CEO | National Rural Health Association*****An Update from Washington on Rural Health Issues***

Alan Morgan serves as a policy resource for the national media, as well as a presenter at both national and state health conferences. He has more than 18 years experience in health policy development at the state and federal levels. He has worked for former U.S. Congressman Dick Nichols and former Kansas Governor Mike Hayden. Mr. Morgan's health policy articles have been published in multiple health journals.

**Sarah Nafziger, MD****Associate Professor, Emergency Medicine Department | University of Alabama*****Advances in Resuscitation Sciences***

As a graduate of UAB School of Medicine, Dr. Sarah Nafziger has extensive training and experience in emergency medicine. Her experience includes military, public sector, and private sector service totaling 13 years. She currently serves as the Medical Director for six organizations throughout the Birmingham area, in addition to three academic appointments and two clinical appointments. She also serves as the Assistant EMS Medical Director for the Alabama Department of Public Health and the Co-Chair of the Emergency Management Committee at UAB Hospital.

**Randy Price, NREMT-P, BS****Training Manager | Piedmont Medical Center EMS*****Capnography for Pre-Hospital Use***

Randy Price is Training Manager at Piedmont Medical Center EMS in Rock Hill, South Carolina. Previously he served as Director of Emergency Services in Burke County, North Carolina, overseeing operations of Emergency Medical Services, Fire, 911 Communications, and Emergency Management. He has served as EMS Program Coordinator at Catawba Valley Community College in Hickory, North Carolina, and as Training Coordinator for Gaston County EMS in North Carolina. He is a veteran of EMS, with 34 years of experience in the field.

Randy is a Clinical Consultant for Oridion Corporation of Needham, Massachusetts, where he serves as an educator for the Capnography Program. Randy is a graduate of Western Carolina University, with a Bachelor's degree in Emergency Medical Care with a concentration in Healthcare Management. He also holds an Associate of Science Degree in Emergency Medical Care from Gaston College. Randy has served as contributor to Paramedic Textbooks, and has articles and clinical studies published to his credit.

**Julie Quinn, CPA****Vice President, Cost Reporting and Provider Education | Health Services Associates*****Rural Health Clinic Cost Reporting******Medicare Bad Debts – How to Get Reimbursed***

Julie Quinn, CPA brings over 17 years of experience in Cost Reporting, including 15 years in the Medicare contractor arena. She has extensive experience with cost reporting for various types of providers and managed a staff responsible for auditing and rate setting for independent RHCs in 15 states. Ms. Quinn has also worked with policy personnel at the Centers for Medicare and Medicaid Services (CMS) in the development and clarification of policy for specialty providers, including interpretation and reporting for HIPAA. Her experience with Medicare and Medicaid issues in various states makes her a recognized expert in the field.

**Nena Scott, MEd, RHIA, CCS, CCS-P**  
**ICD-10 Trainer | Precyse**

***ICD-10: What Every Hospital Executive Should Prepare For***

***What Rural Health Clinics Need to Know to Prepare for ICD-10 Implementation***

As an ICD-10 Educational Trainer for Precyse, Nena Scott is responsible for developing ICD-10 educational material that focuses on each facility's needs based on documentation audits and delivering ICD-10 education to a vast array of health care facilities. Ms. Scott is an accomplished trainer with over 24 years experience in the Health Information Management (HIM) field. She is a Registered Health Information Administrator (RHIA), Certified Coding Specialist (CCS), Certified Coding Specialist – Physician-Based (CCS-P), and American Health Information Management Association (AHIMA) Certified ICD-10 trainer. She holds a Master's of Education in Workforce Educational Leadership from Mississippi State University, Bachelors degree in Business Administration from the University of Mississippi, and is currently pursuing a PhD in Educational Leadership.

## **Thank You for Being a Vital Part of Alabama's Rural Health Care Industry!**



It is our sincere hope that this conference will provide valuable information and networking opportunities to assist you in providing care for our rural residents and in strengthening our rural health care industry.

Please consider becoming a member of your Alabama Rural Health Association. Membership information is included in your conference packet.

**Special appreciation goes to the following ARHA sponsoring members:**

**Alabama Chapter, American College of Physicians  
 Alabama State University, College of Health Sciences  
 Capstone College of Nursing, the University of Alabama  
 Office of Primary Care and Rural Health, Alabama Department of Public Health**

**Special appreciation in presenting this conference goes to:**

**The Alabama Hospital Association**



**Alabama Department of Public Health, Bureau of Information Technology**

The Bureau of Information Technology supports the computer systems, databases, and functional business requirements of the Alabama Department of Public Health (ADPH) and the state. ADPH is working with providers, hospitals, and electronic health record (EHR) vendors to accept and exchange immunization data, electronic laboratory reports for notifiable diseases and conditions, and syndromic data in a meaningful manner to improve health.

***Steve Hill, Director, System Development and Integration***

***Steve.Hill@adph.state.al.us***

***Keith Higginbotham, IT Manager***

***Keith.Higginbotham@adph.state.al.us***

***www.adph.org***

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**Alabama Medical Education Consortium (AMEC)**

AMEC provides medical education (osteopathic) for students in partner schools.

***Wil Baker, Executive Director***

***amecdo@amecdo.org***

***www.amecdo.com***

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**Alabama Primary Health Care Association**

The Alabama Primary Health Care Association is a value-based organization committed to strengthening and expanding access to coordinated care through its community health center network to improve health outcomes.

***Khris Robinson, Director of Program Administration***

***Krobinson@alphca.com***

***www.alphca.com***

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**AMS Software, Inc**

AMS Software specializes in RCM/Billing, practice management, EHR services for rural health clinics, and is the preferred vendor of the South Carolina Office of Rural Health.

***Paul Samia, AMS Software Client Consultant***

***Jonathan Lankford, AMS Rural Health Advisor***

***sales@ams-software.com***

***www.ams-software.com***

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**Correct Care, Inc.**

Correct Care, Inc. (CCI) provides ER physician staffing and management to high and low volume Emergency Rooms. CCI is committed to providing the best available physician coverage for your community. CCI knows the awesome responsibility of ensuring that employed physicians possess not only knowledge and skill but also compassion in their work.

***Byron Stockstill, Director of Business Development***

***Byron\_cci@msn.com***

***www.correctcareinc.com***

**CPSI**

CPSI is the leading provider of EMR systems to rural, community, and critical access hospitals. The CPSI EMR system provides complete integration of patient data across the healthcare delivery system resulting in improved care delivery and better patient outcomes.

**Matt Cole, Sales Account Manager**

**Mattc@cpsinet.com**

**Kevin Mattingly, Sales Manager**

**Kevinm@cpsinet.com**

**www.cpsinet.com**

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**CSI Leasing**

CSI offers creative and customized lease solutions for a wide variety of healthcare providers. CSI can finance virtually all equipment you may need, including IT equipment, EMR, MRI, CT, PACS, patient monitoring, lab, and pharmacy equipment.

**Rebecca Morgan, Account Executive**

**Rebecca.Morgan@csileasing.com**

**www.csileasing.com**

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**Employee Benefits Services, Inc.**

Employee Benefits Services, Inc. is a third party administrator of medical, dental, and cafeteria plans.

**John Slater, C.P.A., President**

**Jslater@ebsincms.com**

**www.ebsincms.com**

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**EMS Consultants**

EMS Consultants is a software vendor, third party billing, and consulting firm.

**Rose Smith**

**Rsmith@emscltd.com**

**www.emscltd.com**

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**Health Services Associates, Inc.**

Health Services Associates, Inc. offers a broad range of consulting services for rural health clinics including cost reporting, rural health clinic certification, practice management, billing and training, reimbursement issues, credentialing services, and much more.

**Julie Quinn, CPA**

**Jquinn@hsagroup.net**

**www.hsagroup.net**

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**Healthland**

Software and services from Healthland, including our fully integrated certified electronic health record (EHR) solution, empower rural community hospitals to deliver the best possible healthcare by providing a central repository of patient information in all care settings.

**Deanna Andersen, Marketing Specialist**

**Deanna.Andersen@healthland.com**

**Ashley Klatte, Marketing Coordinator**

**Ashley.Klatte@healthland.com**

**www.healthland.com**

**Information Transport Solutions, Inc.**

Information Transport Solutions can provide remote access to rural patients and medical professionals that allows anytime, anyplace flexibility for provision of services.

**Mike Gaston, Account Manager**

**Mike.Gaston@its-networks.com**

**www.its-networks.com**

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**InstyMeds**

InstyMeds provides a fully automated, ATM-style prescription medication dispenser that provides outpatient medication services at health care facilities 24 hours a day, 7 days a week. State-of-the-art InstyMeds technology ensures safe and secure medication dispensing directly to patients at the point-of-care.

**Jim DePauw, Regional Sales Manager**

**Jim.Depauw@instymeds.com**

**www.instymeds.com**

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**NextGen Healthcare**

NextGen Healthcare is a leading provider of integrated electronic health record and practice management systems, connectivity solutions, and financial management/administrative services designed to serve the needs of ambulatory practices, health systems, and hospitals of all sizes. Our award-winning, certified solutions help improve care quality and increase operational efficiencies.

**Matt Kroeger, Regional Sales Director, Southeast US, Inpatient Solutions**

**Mkroeger@nextgen.com**

**www.nextgen.com**

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**Philips Healthcare**

Philips Healthcare Automatic External Defibrillators (AEDs) and MRx enable first responders in the Corporate, Hospital, Fire, Police, EMS, Schools, Health, Sports, and Home settings to deliver life saving early defibrillation to victims during the first critical moments after Sudden Cardiac Arrest.

**Meredith Hanna, Account Manager, Emergency Care & Resuscitation**

**Meredith.Hanna@philips.com**

**Felicia Burchett, Account Manager, Emergency Care & Resuscitation, Hypothermia Cooling & Warming**

**Felicia.Burchett@philips.com**

**www.medical.philips.com/main/products/resuscitation**

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**Pinnacle NetworX**

Pinnacle NetworX is an IT services and equipment provider committed to innovation and excellence. Pinnacle NetworX is recognized as a leading provider of high-quality products/services for wiring and communications applications.

**Jonathan Bailey, Sales**

**Bailey@4pnx.com**

**Trish Couch, Sales**

**Couch@4pnx.com**

**www.pinnaclenetworx.com**

**Polycom**

Polycom offers the best way for healthcare providers to increase their level of patient care, control costs, address staffing shortages, serve rural patients, and keep pace with competition.

***Robin Meyer, Vertical Account Manager***

***Robin.Meyer@polycom.com***

***www.polycom.com***

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**RazorInsights**

RazorInsights is a hospital information system vendor focused on providing a full inpatient clinical and financial cloud-based solution to rural hospitals.

***Edward Nall, CEO***

***Enall@razorinsights.com***

***John Hughes, Sales Executive***

***Jhughes@razorinsights.com***

***www.razorinsights.com***

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**Southeastern Telehealth Resource Center (SETRC)**

SETRC is one of eleven regional Telehealth Resource Centers in the United States, funded by the Federal Office for the Advancement of Telehealth, to provide support and guidance to Telehealth programs. SETRC's mission is to serve as a focal point for advancing the effective use of Telehealth and support access to Telehealth services in rural and underserved communities in Georgia, Florida, South Carolina, and Alabama.

***Rena Brewer, SETRC Director***

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**SuccessEHS**

Practice management and electronic medical records software.

***Bonnie Young, EHR Product Specialist***

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### **The Alabama Office of Primary Care and Rural Health (OPCRH)**

The OPCRH mission is to facilitate and participate in activities to improve access to health care services for all rural Alabamians with special concern for children, elderly, minorities, and other medically underserved vulnerable populations. Our programs include the National Health Service Corps Scholarship and Loan Repayment Programs for health professionals, the J-1 Visa Program, Health Professional Shortage Area Designations, resource development and technical assistance programs that include recruitment and retention assistance, data support, and telehealth initiatives. The OPCRH serves communities, community health centers, rural health clinics, county health departments, small rural hospitals, mental health centers, and private physician practices.

The Alabama Rural Health Conference topics were planned in response to technical assistance requests we have received from rural health clinics, small rural hospitals, community health centers, and community organizations. ***For more information on our programs, go to [www.adph.org/ruralhealth](http://www.adph.org/ruralhealth). For assistance, email [Carolyn.Bern@adph.state.al.us](mailto:Carolyn.Bern@adph.state.al.us).***



### **The Alabama Rural Health Association - (ARHA)**

The mission of the ARHA is to advocate for the preservation and enhancement of health to rural citizens of Alabama. The Rural Health Association provides information on rural vs. urban comparisons, publications on health status indicator reports, and workforce data. ARHA has also created policy briefs on mental health and primary care workforce issues for community leaders and stakeholders as well as economic impact studies on the health care sector.

***All studies and publications are available at [www.arhaonline.org](http://www.arhaonline.org). For more information, email [arha@arhaonline.org](mailto:arha@arhaonline.org).***



### **The Office of EMS and Trauma**

The Office of EMS and Trauma is responsible for protecting the health, safety, and welfare of the public by assuring that emergency medical services provided by ambulance services, emergency medical response agencies, training entities, and emergency medical technicians meet or exceed established standards.

The Office of EMS and Trauma investigates complaints and may exercise its authority to deny, place on probation, suspend, or revoke the licensure of an ambulance service, training entity, emergency medical response agency, and emergency medical technician when statutory or regulatory violation is substantiated.

All applicants (initial or re-licensure) for emergency medical technician licensure must undergo a criminal background check before being approved for Alabama licensure. The Office of EMS and Trauma supports the following programs: Alabama Trauma System, Alabama Trauma Registry, and EMS for Children. **More information can be found at [www.adph.org/ems](http://www.adph.org/ems).**



### **Alabama Hospital Association**

Founded in 1921, the Alabama Hospital Association (AlaHA) is a statewide trade organization that assists member hospitals in effectively serving the health care needs of Alabama, through advocacy, representation, education, and service. Members of the association are primarily hospitals and health systems, as well as other companies and organizations related to health care. Rural members benefit from the Rural Constituency Section, which meets quarterly. These meetings provide opportunities to network, share ideas, and develop best practices and initiatives needed to improve access to quality health care in rural areas. In addition, the Association is the Co-Director of Alabama's Rural Hospital Flex Grant Program and the Delta Rural Hospital Performance Improvement Grant Program along with numerous other intrastate projects benefiting the health of rural Alabamians. **For more information on AlaHA, please visit [www.alaha.org](http://www.alaha.org).**







The Alabama Office of  
Primary Care &  
Rural Health



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ALABAMA DEPARTMENT OF PUBLIC HEALTH  
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