

Friday, April 25, 2003

7:45 a.m. – 9:15 a.m. **Breakfast Buffet & “Open Space” Roundtables** (Buffet Set-Up in Foyer)

Open Space Session A (Salon A)

Getting Real: Moving Beyond Planning/Community Assessment

Facilitator: Kathy Schwarting, South Carolina Low Country Network

Open Space Session B (Salon B)

The Role of Communications in Enhancing the Visibility of Networks

Facilitator: Bob Redford, Executive Director – Arkansas River Valley Rural Health Cooperative

Open Space Session C (Salon C)

HIPPA: Where Do We Go From Here?

Facilitator: Bill MacBain, Principal – MacBain and MacBain Associates

Open Space Session D (Board Room)

Business Plan Development

Facilitator: Ben Bloom, CEO – Delta Rural Health Network

9:15 a.m. – 10:30 a.m.

Concurrent Sessions IV

Session A (Salon B)

Putting the Pieces Together in Mississippi: Delta State Network Development, Rural Health Network, Small Hospital Improvement Program, SRAP and the Rural Hospital Performance Improvement Project

Presenters: Ben Bloom, CEO – Delta Rural Health Network; Joe Hammond, CEO – North Sunflower County Hospital; and Melissa Goodman, Humphrey County Memorial Hospital

Session B (Salon C)

Clinician Involvement in Networks

Presenters: Gary Wiltz, MD, Medical Director – Teche Action Clinic and National Advisory Committee Member; Jennifer Fabre, RN, Clinic Coordinator – Teche Action Clinic/BPHC Collaborative Coordinator for Louisiana; and Eric Baumgartner, MD, MPH, Consultant - Georgia Health Policy Center - Rural Health Network Technical Assistance Program

10:30 a.m. – 10:45 a.m. **Break** (Foyer)

10:45 a.m. – Noon

Plenary Session II (Ballroom)

The Future of the Rural Health Network Movement: Where Do We Go From Here?

Presenters: Hicks Armor, CEO – Galaxy Health Alliance and President – National Cooperative of Health Networks, Chattanooga, TN and Karen Minyard, PhD, Director – Georgia Health Policy Center

Final Remarks and Adjournment (Ballroom)

Michael Beachler, Director – Southern Rural Access Program and Rebecca Hines, Network Development Programs Coordinator – HRSA's Office of Rural Health Policy

Southern Rural Access Program & Delta State Network Spring 2003 Grantee Conference

April 23-25, 2003

Wyndham Garden Hotel
300 North Second Street, Memphis, TN



The Spring Grantee Conference will focus on network development efforts of the Southern Rural Access Program grantees and HRSA's Delta State Network Development grantees with an emphasis on collaboration and sustainability. A pre-conference session will give SRAP project directors and key staff an opportunity to discuss the idea of developing a single regional forum to address rural health care issues in the South. A concurrent session will be devoted to items of special interest to the Delta State Network Development Grantees. The Conference is sponsored by the Rural Health Policy Center of the Penn State College of Medicine in partnership with HRSA's federal Office of Rural Health Policy with grant support from The Robert Wood Johnson Foundation.

Southern Rural Access Program & Delta State Network Spring 2003 Grantee Conference Agenda

Wednesday, April 23, 2003

- 1:00 p.m. – 5:00 p.m. **Registration** (Foyer)
- 1:00 p.m. – 5:00 p.m. **Pre-Conference Sessions**
Session I: Southern Rural Access Program Facilitated Regional Forum Planning Session (Salon B) **BY INVITATION ONLY**
Facilitators: James M. Herman, MD, MSPH, Associate Dean for Primary Care – Penn State College of Medicine and Paul Balson, MD, Department of Psychiatry – LSU School of Medicine
- Session 2: Delta State Network Development Grantee Meeting** (Salon C)
(For Delta State grantees, subcontractors and other partners.)
- 2:45 p.m. – 3:15 p.m. **Break**
- 5:30 p.m. – 7:00 p.m. **Networking Reception** (Salon A)
(A bountiful buffet of hot and cold appetizers, carved roasted turkey, fresh fruit, cheese, salty snacks and desserts along with a variety of beverages will be served. If you find you are still hungry, then enjoy dinner on your own at a restaurant of your choosing.)

Thursday, April 24, 2003

- 7:00 a.m. – 8:00 a.m. **Breakfast Buffet** (Cafe)
- 7:30 a.m. – 5:00 p.m. **Registration** (Foyer)
- 8:15 a.m. – 8:45 a.m. **Welcome and Updates** (Ballroom)
Presenters: Anne Weiss, Senior Program Officer – RWJF and Rebecca Hines, HRSA's Office of Rural Health Policy
- 8:45 a.m. – 10:15 a.m. **Plenary Session I: (Ballroom)**
Using Community Survey Results to Influence Program Development and Policy: Preliminary results of access to care survey in the Southern Rural Access Program target counties and parishes
Presenter: Don Pathman, MD, MPH, Cecil G. Sheps Center at UNC-Chapel Hill
Reactors: Camille Miller, President/CEO Texas Institute for Health Policy Research & Program Director RWJF State Forums Program in Texas and Marsha Broussard, Program Director – Louisiana Rural Health Access Program and Louisiana Better Health for the Delta Project
- 10:15 a.m. – 10:30 a.m. **Break** (Foyer)

10:30 a.m. – Noon

Concurrent Sessions I

Session A (Salon B)

Disease Management Models

Moderator/Reactor: Aurelia Jones-Taylor, CEO – Aaron E. Henry Community Health Center, lead agency of Mississippi Delta State Network Development Program

Presenters: Carol Brownson, Deputy Director - Building Community Supports for Diabetes Care, RWJF Diabetes Initiative, Alicia Crowder, Bureau Director – Medical Services, Mississippi Medicaid and Kathleen Tiernan, MS, CHES, Associate Professor – UTMB Office of Community Outreach

Session B (Salon C)

Community Encourager 202

Presenters: Paul McGinnis, McGinnis and Associates, Angie Courtney, Community Health Specialist – Kentucky Delta State Network Development Program and Vicki Yonts, Community Encourager – Muhlenberg County, KY

Noon – 1:30 p.m.

Lunch and Networking (Cafe)

1:30 p.m. – 3:00 p.m.

Concurrent Sessions II

Session A (Salon B)

The Role of Rural Health Networks in Addressing the Malpractice Issue: Rural Pennsylvania's Community Hospital Alternate Risk Transfer Project and West Virginia Policy Approaches to Malpractice Issues

Presenters: David Acker, CEO – Charles Cole Memorial Hospital and David Ramsey, President/CEO – Charleston Area Medical Center

Session B (Salon C)

Benefits of Collaboration Between Delta State Network Grantees and Small Rural Hospitals

Moderator: Jerry Coopey, Strategic Planning/federal Office of Rural Health Policy
Presenters: Terry Hill, National Rural Health Resource Center, Paul McNamara, University of Illinois at Urbana-Champaign (Hardin County General Hospital), and Lee Gentry, CEO – Lawrence Memorial Hospital (Walnut Ridge, AR)

3:00 p.m. – 3:30 p.m.

Networking Break (Foyer)

3:30 p.m. – 5:00 p.m.

Concurrent Sessions III

Session A (Salon B)

The Role of Networks in Improving Access to Pharmaceutical Services in Rural Areas

Presenters: Stephanie Geller, Research Director - Volunteers in Health Care; Jennetta Martin, Pharmaceutical Coordinator – Arkansas River Valley Rural Health Cooperative; and Michelle Lemming, Executive Director - ByNet

Session B (Salon C)

Building and Maintaining State Funding and Policy Support

Presenters: Karen Madden, Director – Office of Rural Health – New York State Department of Health and Dick Swiggart, Tennessee Department of Health

6:00 p.m.

Networking Dinners (on your own)

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Biographical Sketches

David B. Acker

Chief Executive Officer

Charles Cole Memorial Hospital

Coudersport, Pennsylvania

Since 1996, Acker has been CEO of Charles Cole Memorial Hospital, a non-profit, 70-bed acute care facility with 134,493 outpatient visits yearly. Charles Cole also operates a 55-bed skilled nursing facility, a 10-bed inpatient geropsychiatric unit, a personal care home, a home health agency, a durable medical equipment company and ten rural health clinics. Acker is currently Chairman of the Governing Council of the Section for Small or Rural Hospitals for the American Hospital Association. He is the immediate past chairman of the Pennsylvania Mountains Healthcare Alliance and currently serves as a member of the Advocacy Committee. He is a member of the Subscriber's Advisory Committee, and had served as Chairman, of Community Hospitals Alternative for Risk Transfer (CHART), a risk retention group formed in 2002 for the purpose of providing affordable malpractice insurance to Pennsylvania community hospitals. He received a bachelor's degree from the University of Montana, Missoula, and his juris doctor degree from Dickinson Law School, Carlisle, PA.

Hicks Armor

President and CEO

Galaxy Health Alliance

Hicks Armor is President and CEO of Galaxy Health Alliance, an alliance formed in 1995 by seven Hospitals to allow providers to remain responsive and viable under managed care programs. The Mission of Galaxy Health Alliance today is to facilitate the development of programs and services that enable its members to provide their communities high quality, cost effective healthcare, as well as access to a full continuum of care utilizing a regional network of hospitals and physicians. Armor has 27 plus years experience in the healthcare industry. Prior to leading the development of the Alliance 20 of those years were spent with a major national insurer (Blue Cross Blue Shield of Tennessee) in the area of claims/program administration (CHAMPUS, Medicare Supplemental, Dental, Prescription Drugs), corporate operations, corporate project management, as well as sales and marketing. Proven accomplishments include national recognition for program management, based both on program cost and performance, as well as individual and departmental recognition for sales and marketing accomplishments.

The Alliance's successes include proven operational, programmatic, clinical and financial benefits for all members. Armor's involvement and leadership in community organizations, professional organizations and national networking organizations have been a key component of professional involvement, development and success.

Paul Balson, MD, MPH

Vice-Chancellor for Clinical Affairs

LSU Health Sciences Center

Paul Balson, MD MPH, has provided leadership to health systems by directing the physicians employed within the Louisiana Office of Mental Health, by participating in projects related to the primary care and emergency medicine enhancement capabilities of telemedicine, developing public awareness campaigns to reduce the stigma associated with mental illness, and by developing procedures to measure the effectiveness of physician performance within hospital and community practice. He has provided leadership by his involvement with SAMHSA-CMHS funded activities providing care to individuals affected by natural disasters. He also led RWJF-funded work with primary care system development related to HIV and the Southern Rural Access Program in Louisiana.

Dr. Balson has authored an extensive list of publications that have contributed to medical practice in areas as varied as HIV and its social consequences, psychological issues of military personnel and the stress impact of clinical education on medical students. He has been at the highest level of academic organizations as indicated by his roles as vice-chancellor for clinical affairs of the LSU Health Sciences Center, assistant vice-chancellor for the LSU University Hospital System, as well as being vice-chair of the Department of Psychiatry of LSU School of Medicine.

Eric T. Baumgartner, MD, MPH

Policy and Program Planning Specialist - Louisiana Public Health Institute

Member - Georgia Health Policy Center Technical Assistance Program

Dr. Baumgartner is a career public health physician engaged in a variety of community and national activities focused on issues of population health and access to care. Currently, he serves as policy and program planning specialist for the Louisiana Public Health Institute and as a member of the Georgia Health Policy Center Technical Assistance Program team for HRSA's Rural Health Network Development grantees. He also engages in public speaking, facilitation and community coaching for access to care initiatives nationally. Formerly, Dr. Baumgartner served as director - Community Access and State Planning Programs for HRSA and prior to that he served in a variety of posts in state public health agencies in Mississippi, Hawaii, Texas and Louisiana. He also spent time serving as the Louisiana State Health Officer and the chief - Bureau of Managed Care, Texas Department of Health.

Dr. Baumgartner received his medical degree from Louisiana State University School of Medicine and his Masters of Public Health from Tulane University School of Public Health and Tropical Medicine. He completed a residency in general pediatrics at the University of Arkansas and completed a second residency in general preventive medicine at Tulane. He is board certified by the American Board of Preventive Medicine and by the American Board of Pediatrics.

Michael Beachler

Director

Southern Rural Access Program

Michael Beachler serves as director of the Rural Health Policy Center and associate professor -Department of Family and Community Medicine, Penn State College of Medicine. He also serves as the national program director for The Robert Wood Johnson Foundation's Southern Rural Access Program, an effort to improve access to basic healthcare in eight of the most underserved rural states in the country. Previously, Michael served as a senior program officer for The Robert Wood Johnson Foundation, where he was responsible for developing and overseeing several national grant programs. He also co-chaired the Grantmakers in Health Task Force on Maternal and Child Health and served as convenor of the Foundation's substance abuse goal group. Earlier in his career, he served as assistant deputy commissioner for the Maine Department of Human Services. Michael received his Masters of Public Health from the University of Pittsburgh in 1979. He serves as a member of the Southern Philanthropy Consortium Task Force, an effort that seeks to address the critical lack of charitable capital in rural areas of the Southeast. He has recently been appointed to the Board of Directors of Capital Link, a national technical assistance center to improve access to capital for community health centers and the Community Health Facilities Fund, a national intermediary designed to improve access to capital for not-for-profit behavioral health providers.

Ben Bloom

President

Affinity Healthcare, Inc.

Ben Bloom is President of Affinity Healthcare, Inc. He is a licensed Clinical Psychologist and is a former hospital administrator. Since 1992, he has owned and operated Affinity Healthcare, Inc., a healthcare consulting firm. Affinity is based in Springfield, Missouri and since 1992 has provided services to rural hospitals and physicians in the Southeast United States. There are currently projects in Florida, Mississippi,

Louisiana, Georgia, Arkansas, and Missouri. Affinity provides the following services to a variety of healthcare organizations: development and management of rural health networks; strategic and business planning; management services organization (MSO) development and management; behavioral health program and physician practice management; and grant writing.

Carol Brownson, MSPH, PHLC

Deputy Director

Diabetes Initiative National Program Office

Carol Brownson, MSPH, PHLC serves as deputy director for the Diabetes Initiative National Program Office. Prior to assuming the role of deputy director, Brownson served for two years as Program director for the Longer Life Center at Washington University School of Medicine. Brownson has experience in community health, health education, needs assessment methods, program development and capacity building. She brings 16 years of chronic disease prevention and control experience in Missouri with the state Department of Health, and five years experience developing the community practice program for the Program in Occupational Therapy at Washington University School of Medicine. During that time, she also directed health promotion curriculum development for OASIS, a national education program for older adults. In that role, she served as trainer and instructor for the Chronic Disease Self-Management Program and assisted with development of a variety of educational programs.

Alicia K. Crowder, RN, MPH

Bureau Director for Medical Services - Office of the Governor

Mississippi Division of Medicaid

Alicia Crowder is the Bureau Director for Medical Services in the Office of the Governor, Mississippi Division of Medicaid. This Bureau has responsibility for administration of medical services programs that include hospital, physician, home health, dialysis, transplant, dental, eyeglasses, hearing aids, durable medical equipment, laboratory, radiology, chiropractor, podiatrist, ambulance, ambulatory surgical center, therapist, and clinic services. In addition, the Mississippi Medicaid Disease Management Program and the Demonstration to Maintain Independence and Employment Program are administered through the Bureau of Medical Services.

Crowder received a BS degree in nursing in 1984 and a Master's degree in Public Health with an emphasis in health education in 2001 from the University of Southern Mississippi. She has been a registered nurse for 19 years and has clinical nursing experience in hospital, home health, and public health services. She worked for 12 years with the Mississippi State Department of Health, first in Home Health Services as a nurse consultant and later in the Tuberculosis Program as a nurse educator. She has participated in the Mississippi Chronic Illness Coalition, the Partnership for a Healthy Mississippi, the National Governor's Association Policy Academy, the Home Health Outcome-Based Quality Improvement Project, and the Executive Fellowship in Medicaid Disease Management and Health Outcomes Program.

Angie Courtney

Community Health Specialist

Trover Clinic Foundation, Inc.

Angie Courtney is a Community Health Specialist at Trover Clinic Foundation, Inc., Madisonville, Kentucky. She is presently working in the Delta State Rural Development Network (DSRDN) Program. She has a Bachelor of Science degree from Western Kentucky University, Bowling Green, Kentucky. Courtney's background includes regional planning and community development. During her employment with the Lincoln Trail Area Development District, Elizabethtown, KY, she was involved in a variety of activities designed to improve the quality of life in rural communities. She is presently providing consultation and technical assistance to ten counties in western Kentucky that are participating in the DSRDN program. Courtney is trained in Global Information System (GIS) mapping and is presently involved in mapping the

health assets of the 19 Mississippi River Delta counties in Kentucky. Courtney is a member of the National Rural Health Association, and the Kentucky Rural Health Association.

Jennifer Fabre, BSN, RN BC, CDE

Coordinator and Team Leader

Teche Action Clinic Diabetes Self-Management Education Program

Fabre is a 1986 graduate of Nicholls State University and is a member of Sigma Theta Tau International Honor Society of Nursing, American Nurses Credentialing Center with certification as a Home Health Nurse, and the American Association of Diabetes Educators. She is currently the coordinator and team leader of Teche Action Clinic's Diabetes Self-Management Education Program and the Louisiana State Collaborative Coordinator for the BPHC's Health Disparities Initiatives. Fabre is especially proud of the Stellar Award TAC received for its participation in the BPHC's 2001-2002 Diabetes Collaborative.

Stephanie Geller

Research Director

Volunteers in Health Care

Stephanie Geller is the Research Director for Volunteers in Health Care (VIH), a national resource center funded by the Robert Wood Johnson Foundation. Volunteers in Health Care's mission is to promote health care initiatives for the uninsured through national and local partnerships, community building, funding and information development. As Research Director, Geller oversees Volunteers in Health Care's research activities, including research on pharmaceutical access, free clinics, and physician volunteerism. She is also the Project Manager for the RxAssist website (www.rxassist.org) and accompanying RxAssist Plus software, is a member of Volunteers in Health Care's technical assistance team, and is involved in VIH's grant making activities. Geller received her BA from Wellesley College and her EdM in Human Development and Psychology from Harvard University's Graduate School of Education. Before coming to Volunteers in Health Care, Geller conducted research on substance abuse treatment needs, school-aged childcare, and programming for culturally diverse youth.

Lee Gentry

President

Lawrence Memorial Hospital

Lee Gentry was born and raised in Little Rock, Arkansas. He attended the University of Arkansas at Little Rock where he received his Bachelor of Business Administration in 1988 and his Master of Health Services Administration in 1994. He has been president - Lawrence Memorial Hospital in Walnut Ridge, AR since 1997. During his six years at Lawrence Memorial Hospital the facility has grown from a 12% negative profit margin to a 1% profit margin last year. Gentry is a Diplomate in the American College of Healthcare Executives (ACHE) and was named the Early Career Executive of the Year in 2000 by the Arkansas chapter of ACHE. He received the Jeanne D. Wiess Award for contributions to the Health Service Administration program at the University of Little Rock in Little Rock.

Melissa Hall Goodman, PhD

Demographer - Planning and Development Program

Humphreys County Memorial Hospital

Melissa Hall Goodman, a PhD demographer, has worked in the Planning and Development Department at Humphreys County Memorial Hospital (HCMH) since 1996. She has been involved with a number of projects at HCMH, as well as with projects sponsored by Delta Rural Health Network of Mississippi. These projects include network development, rural health outreach activities, teleradiology, school peer health advisors, enrichment activities for high school students interested in health professions, Humphreys County 6th Grade Hepatitis B Vaccination Program and the development of Humphreys County Health Network. Goodman currently is project director for a MDSRDN project that commissioned a health survey of 1,500 households in

four rural counties – Humphreys, Issaquena, Sharley and Yazoo. She has extensive experience in project management, project evaluation and working with and coordinating diverse groups to focus on common goals.

Joseph T. Hammond, CHE
Chief Administrative Officer
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Joseph Hammond is currently the Chief Administrative Officer of North Sunflower County Hospital in Ruleville, Mississippi. Prior to his tenure there, he was the administrator of Eureka Springs Hospital, Eureka Springs, Arkansas. His career in healthcare administration began at the Waco Center for Youth, Waco, Texas, where he served as the Director of Quality Assurance and Standards Compliance immediately after graduate school. Hammond has a BA from Appalachian State University; he has pursued graduate studies in behavioral statistics at Baylor University and medical physiology at East Carolina University School of Medicine.

James M. Herman, MD, MSPH
Professor of Family and Community Medicine
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James M. Herman, MD, MSPH is currently the Hershey Foods Corporation Professor of Family and Community Medicine at the Pennsylvania State University College of Medicine, The Milton S. Hershey Medical Center, associate dean for Primary Care, director of the Center for Primary Care, and chair of the Department of Family and Community Medicine. In these capacities he is responsible for a broad range of activities, including the coordination of educational programs relating to the production of future primary care physicians, rural health programs, and the management of a network of primary care practices in Central Pennsylvania. He serves as Project Director of the Pennsylvania Area Health Education Center (AHEC) Program, a multimillion-dollar statewide project involving five universities and numerous other college programs that provides opportunities for health professions students to spend time in underserved areas and supports the primary care providers in those areas who teach them.

Dr. Herman, a graduate of the Johns Hopkins University School of Medicine and the University of Rochester/Highland Hospital Family Practice Residency Program, completed a Robert Wood Johnson Foundation Fellowship Program in Academic Family Medicine. Prior to his tenure at Penn State he directed a Family Practice Residency Program, served as a Medical Director for a managed care firm, and was a faculty member at Bowman Gray School of Medicine of Wake Forest University in North Carolina. He has been an officer of numerous professional organizations, including the North American Primary Care Research Group, the Pennsylvania Academy of Family Physicians, and the Family Health Foundation of Pennsylvania. He is the author of numerous publications in the fields of epidemiology, women's health, and medical decision-making.

Terry Hill, MPA
Executive Director
National Rural Health Resource Center

Terry Hill has more than 25 years of professional experience working with rural health care providers and their communities. He was raised in a small town in central Alaska, and has had a longtime commitment to the physical, economic and spiritual well being of rural communities. Currently, he is executive director of the National Rural Health Resource Center, based in Duluth, Minnesota. In that capacity, Hill leads two federally funded rural health initiatives—the Technical Assistance and Services Center (TASC) for the Medicare Rural Hospital Flexibility Program and the Mississippi Delta Rural Hospital Performance Improvement Project—and

is part of the leadership team of a third program—the Community Health Network Technical Assistance Center, based in Atlanta, Georgia.

Hill has spent the past seven years working with state offices of rural health, state hospital associations and rural hospitals and clinics throughout the United States, and has made more than 100 presentations at state and national conferences during that time. He has also provided assistance in strategic planning, network and community development, quality improvement and performance measurement. Hill also founded and directed the Minnesota Center for Rural Health, the Northern Lakes Health Consortium, the Arrowhead Regional EMS Program and the Northeast Minnesota Telecommunications Network. These organizations collectively implemented nine national demonstration projects in the areas of quality improvement, emergency medical services, community development, health network development, telecommunications systems and health provider recruitment and retention. Mr. Hill has authored numerous articles and papers on a wide range of rural health topics and has testified before U.S. Congressional committees on seven occasions.

Rebecca Hines

Coordinator

Delta State Rural Development Networks Grant Program

Rural Health Network Development Grant Program

Hines is the coordinator for the Delta State Rural Development Networks and Rural Health Network Development grant programs in the Federal Office of Rural Health Policy (ORHP) within the Health Resources and Services Administration (HRSA). She also provides data management expertise for the Office and manages the Office's rural health mapping project, an ORHP collaboration with the Rural Policy Research Institute to develop an interactive internet-based mapping tool created with the rural health and human services constituency in mind. Rebecca joined HRSA in 1993 and worked in the Office of Science and Epidemiology within the Bureau of Health Resources Development, supporting the HIV/AIDS, trauma, and organ transplantation programs. In response to the growing needs of the Ryan White CARE Act programs, she launched the HIV/AIDS Evaluation Monograph Series to assist grantees with optimizing their programs for people living with HIV at the community level. She spent a year in the Bureau of Health Professions as acting director of the National Center for Health Workforce Information and Analysis and subsequently served as special assistant to HRSA's Deputy Administrator. In that role, she managed the HRSA State Profiles and Community Health Status Indicators projects, two web-based initiatives targeted at improving access to data for the public health community at the state and local levels. She then served as director of HRSA's Division of Data Policy and assisted in conceptualizing a cross-Agency framework for integrating information across HRSA's grant programs. She has a master's degree from the Johns Hopkins Bloomberg School of Public Health, a certificate from the Goucher College Post-Baccalaureate Premedical program, and a Bachelor of Arts degree in psychology from Wellesley College.

Curtis E. Holloman

Deputy Director

Rural Health Policy Center/Penn State College of Medicine

Curtis E. Holloman is deputy director of the Rural Health Policy Center at the Penn State College of Medicine in Hershey, PA. He is also a faculty member within the Department of Family and Community Medicine. In this capacity, he assist with the management and administration of the Robert Wood Johnson Foundation's Southern Rural Access Program and the 21st Century Challenge Fund matching grant program. These efforts focus on improving access to healthcare in eight of the nation's most medically underserved Southern states. The Rural Health Policy Center provides technical assistance and direction for twenty-seven grantees. Before joining this National Program Office of the Foundation, Mr. Holloman was the public health director for two county health departments in rural North Carolina. In that role, he was responsible for delivering an array of primary and public health services. He was part of developing services that addressed the need for comprehensive perinatal health services. He led a local Healthy Carolinians initiative that organized the

community to assess its health status and develop strategic plans to improve local health conditions. In addition, he was appointed by the governor to serve as a member of the state's Healthy Carolinians Coalition. The Coalition's efforts led to favorable policy decisions and changes that affected rural and underserved individuals. Other areas of focus included restructuring and privatizing public home health services, addressing access to dental health services, immunization outreach, and community health education.

Crystal L. Hull, ABC

Communications Officer

Rural Health Policy Center/Penn State College of Medicine

As communications officer for the Rural Health Policy Center, Hull provides technical assistance and consultation services to the grantees of the Southern Rural Access Program on behalf of their overall communications effort. Assistance is provided in the areas of media relations, media training, event planning, marketing communications, development of printed materials and public relations. She also serves as a liaison with the Robert Wood Johnson Foundation Communications staff. Previously, Hull spent over six years working in state government, most recently as communications director and legislative liaison for the State Civil Service Commission and as press secretary and director of communications for the state Insurance Department and 15 years prior as the assistant director of the Governor's Heritage Affairs Advisory Commission. She also spent eight years managing a wide range of public relations activities for a health care delivery system in Central Pennsylvania. Her experience includes managing a proactive and reactive media relations program; the promotion of inpatient, outpatient and other subsidiary services, plus physician communications and family practice resident and physician recruitment. She is an accredited business communicator through the International Association of Business Communicators (IABC) where she has served as an accreditation program written test evaluator and proctor. She is currently pursuing her masters degree in Public Administration from the Pennsylvania State University.

Karen A. Madden

Director

New York State Office of Rural Health

Karen A. Madden is the Director of the New York State Office of Rural Health. Prior to being named Director, she held increasingly responsible positions within the Office, most recently serving as Project Director of the New York State Rural Hospital Flexibility Program. Madden serves on the Board of Directors of the National Organization of State Offices of Rural Health and is the Chair of the National Rural Health Association's State Office Council. She is also a member of the National Rural Health Resource Center, Advisory Committee for the Technical Assistance and Services Center for the Rural Hospital Flexibility Program. Madden holds a Master of Arts in Public Policy from the University at Albany's Rockefeller College of Public Affairs and a Bachelor of Arts in Political Science from the State University of New York College at Oswego.

Jennetta Martin, RN

Social Service Coordinator

Arkansas River Valley Rural Health Cooperative

Jennetta Martin has served as social service coordinator of the Arkansas River Valley Rural Health Cooperative, Inc. since July 2001. She is a registered nurse with over 30 years experience in acute care, mental health, home health and case management. Since being employed by Arkansas River Valley Rural Health Cooperative Jennetta has helped implement computer programs, screening processes and applications for the Prescription Drug Assistance Program, which serves a rural tri-county area.

Paul McGinnis**Director of Field Service****Office of Rural Health at Oregon Health & Sciences University**

Paul McGinnis is currently the Director of Field Services for the Office of Rural Health at the Oregon Health & Science University. He joined the Office after serving five years as Principal of McGinnis and Associates, a community health development consulting firm based in West Linn, Oregon. McGinnis leads and teaches about projects and programs that improve the health care systems' response to needs in planning, ensuring community benefit, controlling health care dollars and health status outcome. He has 20 years of experience serving the rural health development needs of communities in a variety of capacities. He is the creator of the *Community Decision Making* (Community Encourager) process model that has been employed by over a hundred communities nationally to improve health status and the health system through direct citizen participation. Mr. McGinnis is a nationally recognized leader in the community health development movement and has been called upon to speak and present workshops across the nation. He holds a BS in Community Development from Penn State University and a Masters in Public Administration from Valdosta State University.

Paul E. McNamara**Assistant Professor - Department of Agricultural and Consumer Economics****University of Illinois at Urbana-Champaign**

Paul E. McNamara is an assistant professor at the University of Illinois at Urbana-Champaign in the Department of Agricultural and Consumer Economics and he is an extension specialist with the University of Illinois Extension. His extension and research appointment is in the area of consumer economics. His PhD is from the University of Minnesota, Department of Applied Economics, with a minor in health economics. He also holds a Master in Public Policy degree from the Kennedy School of Government at Harvard University. His research interests focus on the intersection of health economics, consumer and family economics, and public policies affecting consumer and family welfare. Dr. McNamara is active in consumer and health issues in Illinois and serves on the Board of the Illinois Rural Health Association. He directs the Illinois Rural Health Workshop (www.ace.uiuc.edu/ruralhealth), which provides community-based education about the economic contribution of health care in rural communities. In addition, he serves as the economics topics editor for the Rural Crossroads section of the Journal of Rural Health.

Camille D. Miller**President and CEO****Texas Institute for Health Policy Research**

Camille D. Miller has been the president and CEO of the Texas Institute for Health Policy Research (Institute) since its inception in 1996. After completing bachelor's and master's degrees in sociology and social work, Camille gained extensive experience in policy research and development while she served under two governors and two lieutenant governors, a state comptroller and state senator planning, researching and developing state policy to address health and human services issues. She also held executive staff positions at the Texas Department of Community Affairs and the Texas Department of Protective and Regulatory Services. As chief of staff for the Texas Senate Committee on Health and Human Services, she supervised legislative interim studies on medically fragile children, reorganization of health and human services and Medicaid.

In February 1995, the Texas Hospital Association (THA) selected her to be the director of its Medicaid project, and immediately promoted her to Director of Regulatory Affairs. When the 32-year old Texas Hospital Education and Research Foundation changed its name and mission to create the Institute, the THA again tapped into her experience in policy development and her strong leadership skills when they asked her to be the Institute's first president and chief executive officer.

Karen J. Minyard, PhD
Executive Director
Georgia Health Policy Center

Karen J. Minyard, PhD, is an advocate for basic restructuring of local health care systems to focus on access to care and health status improvements. She serves as an officer on the founding board of the Community Health Leadership Network, a national partnership dedicated to helping networks achieve healthcare access, and has provided numerous consultations and presentations for groups and organizations that seek to build stronger health care systems. As Executive Director of the Georgia Health Policy Center, Minyard is charged with leading the policy, research, and technical assistance programs of the Center. The program areas are concentrated in care at the end of life, child well-being, health philanthropy, rural health, cancer, and access to care for the uninsured. Prior to assuming her current role, she directed the Networks for Rural Health Program at the Health Policy Center. She also has experience with the state Medicaid program, both with design of a reformed Medicaid program and external evaluation of the primary care case management program. Her research interests include the study of health care markets, the relationships among identity, image, and willingness to make strategic change in changing environments, and the role of targeted external facilitation and technical assistance in improving the clinical relevance and financial viability of local health systems.

Donald Pathman, MD, MPH
Research Director and Associate Professor
University of North Carolina at Chapel Hill

Donald Pathman, MD MPH, is a member of the faculty of the University of North Carolina at Chapel Hill, where he is Research Director and Associate Professor of the Family Medicine, Director of the Program on Health Professions and Primary Care at the Cecil G. Sheps Center for Health Services Research, and Director of UNC's NRSA Primary Care Research Fellowship. He is a board-certified family physician who practiced in rural Maine in the National Health Service Corps in the mid 1980s and now practices in North Carolina. He completed training in health policy and health services research at UNC in the late 1980s and then joined the faculty. His principal research interests are in evaluating federal, state and foundation-sponsored primary care programs, evaluating medical training programs, understanding physician clinical and career decision-making, and developing research methods in primary care. He directs the RWJF's evaluation of the Southern Rural Access Program.

Bob Redford, LCSW
Executive Director
Arkansas River Valley Rural Health Cooperative, Inc.

Bob Redford has served as executive director of the Arkansas River Valley Rural Health Cooperative (ARVRHC), Inc., since the organization was formed in September 1999. He has had a diverse work history. With an undergraduate degree in chemical engineering, he served a tour of duty as an officer in the US Navy nuclear submarine service, then spent 12 years in the commercial nuclear industry (working initially as design engineer and later as a project manager and engineering management consultant), before he returned to school to earn a master degree in social work. In 1977 while working as a clinical social worker in the rural area now being by ARVRHC, Bob began the community development effort that led to the formation and incorporation of the Arkansas River Valley Rural Health Cooperative as a non-profit (501.c.3) organization.

David L. Ramsey
President and CEO
Charleston Area Medical Center Health System, Inc.
Charleston Area Medical Center, Inc.

David Ramsey is president and chief executive officer of both the Charleston Area Medical Center Health System, Inc. and the Charleston Area Medical Center, Inc., positions held since September 2000. The Health System is the parent company of West Virginia's largest health system that includes three teaching hospitals

and one community hospital. Previously, Ramsey was president of Methodist Healthcare-Memphis Hospitals, the third largest non-profit hospital in the country. Other positions have included secretary – Louisiana Department of Health and Hospitals, executive vice president and chief operating officer – Baton Rouge General Medical Center and senior vice president – General Health, Inc. Prior to moving to Baton Rouge Ramsey was administrator – Montgomery County Medical Center in Conroe, TX and assistant vice president – Methodist Hospital in Houston, TX.

Born in a small town in Ohio, Ramsey grew up in St. Louis. He obtained his Bachelor of Arts in Biology from the University of Missouri in St. Louis and a Master's in Healthcare Administration and Planning from Washington University School of Medicine in St. Louis.

Richard C. Swiggart, MPA

**Director of Assessment and Planning, West Tennessee Grand Division
Tennessee Department of Health**

Richard C. Swiggart has served as the director - Assessment and Planning for the West Tennessee Grand Division of the Tennessee Department of Health since 1995. In addition to these duties he serves as project director of the Mississippi River Delta Special Initiative in a 19-county area in West Tennessee. Prior to that he was chief administrative officer – Shelby County Tennessee Government; director – Memphis and Shelby County Health Department and administrator – Memphis and Shelby County Health Department. He has over 32 years in public health. He earned his BS in Biology and Chemistry and his MPA from the University of Memphis. He is a member of the Tennessee Public Health Association, the American Public Health Association, the Southern Health Association and the University of Memphis Health Services Advisory Board.

Kathleen Tiernan, MS, CHES

Associate Professor

University of Texas Medical Branch in Galveston

Tiernan has a background in health sciences with a Master's Degree from Penn State University. She has worked in public school education but has spent the last 25 years working for the University of Texas Medical Branch in Galveston in the areas of Health Promotion planning and evaluation and holds the rank of Associate Professor. She has authored several textbook chapters and 12 articles in peer-review journals. She has worked on research initiatives in the area of childhood asthma self-management co-authoring a book for children "Teaching Myself about Asthma"; The Family Health Project exercise and nutrition change program for Black families; Several community health Handbooks for CDC: Smoking Control in Women, Sedentary Lifestyles in the Elderly and is currently working with the Galveston Community Access Program (HRSA/CAP). Golf, tennis, swimming and traveling are personal health promotion activities.

Anne F. Weiss, MPP

Senior Program Officer

The Robert Wood Johnson Foundation

Anne F. Weiss, MPP, joined the Foundation in 2000 as a senior program officer, working on issues related to improving access to health care for underserved populations and reducing the number of uninsured Americans. Previously, she served as senior assistant commissioner of the New Jersey Department of Health and Senior Services, where she directed the state's oversight of acute care services, including regulation of hospitals and managed care plans and policymaking for a \$300-million hospital-based indigent care program. She also served as executive director of New Jersey's health care reform commission, the Essential Health Services Commission, where she directed the design and implementation of Health Access New Jersey, a subsidized health benefits program that received national recognition. Before coming to New Jersey, Weiss spent ten years in Washington, DC, serving as professional staff to the United States Senate Committee on Finance and as a senior examiner with the Office of Management and Budget, focusing in both positions on issues related to Medicare, Medicaid and private health insurance coverage. She has also served as a Program

Analyst in the Office of the Assistant Secretary for Planning and Evaluation. Weiss received her BA in History and Political Science from Wellesley College, and an MPP from the Kennedy School of Government, Harvard University.

Gary M. Wiltz, MD

Medical Director

Teche Action Clinic

Dr. Wiltz is the Medical Director of Teche Action Clinic (a federally qualified community health center) in Franklin, Louisiana. He has held this position since his arrival there in 1982 as a National Health Service Corps scholarship recipient oblige. Dr. Wiltz is a Board Certified Internist and is especially proud of the accomplishments his organization has achieved as it relates to their work in the Diabetes and Prevention Collaboratives. Dr. Wiltz has been recognized for his work at the local, state and national level. In 1996 he was awarded the Community Health Leadership Award by The Robert Wood Johnson Foundation.

Vicki Yonts

Community Encourager

Delta State Rural Network for Muhlenberg County

Vicki Yonts is a Muhlenberg County Kentucky resident who was born, raised and currently resides in Greenville, KY. She holds the title of community encourager for the Delta State Rural Network for Muhlenberg County. She serves as a Kentucky Women's Missionary Union executive board member of the Kentucky Baptist Convention, Muhlenberg County Baptist Association children's minister, Roland Memorial Baptist children's minister, Lake Malone Elementary Schools Site Based Decision Making Council member, Lake Malone Elementary School PTO president, Muhlenberg County Youth As Resource council member and chairperson for the American Cancer Society's Relay for Life. She enjoys working with her community and pursuing community improvement.

Our gratitude is extended to the following individuals who served on the Spring '03 Grantee Conference Planning Committee...

Robyn Blackwell

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Administrator – Early Memorial Hospital

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Director – Rural Health Policy Center/Southern Rural Access Program

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