



The Maryland Rural Health Association's
2011 Rural Health Conference

Navigating Change by Connecting With Others

Ocean City, Maryland
November 3 and 4, 2011

The Maryland Rural Health Association is a non-profit organization whose mission is to educate and advocate for the optimal health of rural communities and their residents.

Visit us at:
www.mdruralhealth.org



Thursday, November 3, 2011

8:00 a.m. to 9:00 a.m. — Continental Breakfast

8:45 a.m. to 9:00a.m. — Welcome Plenary Convening Opening



9:00 a.m. to 9:30 a.m. — National Rural Health Update

Speaker: Alan Morgan, President, National Rural Health Association

Mr. Morgan joined the NRHA in 2001. He 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 17 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. His health policy articles have been published in multiple health journals. Mr. Morgan earned an MPA from George Mason University and a B.S. in journalism from the University of Kansas.

9:30 a.m. to 10:15 a.m. — Creating an Evidence Base

Speakers: Alana Knudson, PhD and Michael Meit, MA, MPH, Co-Directors, NORC Walsh Center for Rural Health Analysis

10:15 a.m. to 10:45 a.m. —Connecting With Healthcare in the Rural Community

Speaker: Michael A. Franklin, FACHE, President/CEO, Atlantic General Hospital

10:45 a.m. to 11 a.m. - Break

11:00 a.m. to 11:45 a.m. — Implementing Evidence Based Chronic Disease Prevention Programs

Speakers:

Marty Pusey, MEd, Director of Prevention Services, Worcester County Health Department;

Mimi Dean, MS, Coordinator of Chronic Disease Prevention, Worcester County Health Department;

Lori Werrell, MPH, CHES, Director of Health Connections, St Mary's Hospital.

11:00 a.m. to 11:45 a.m. — Social Media for Health Communicators (Exhibit Room)

Presented by Katherine C. Gunby, Public Information Officer, Worcester County Health Department. Beginner training to social networking in an interactive computer-based setting. Registration limited to six people. Sign up at the registration desk. First come, first serve. (See box below.)

Noon to 1:15 p.m.— Networking Lunch

1:15 a.m. to 2:00 p.m. — Garrett Allegany Health Workforce Development Network

Speakers:

Susan K. Stewart, BS, Executive Director, Western Maryland Area Health Education Center (WMAHEC)

Kristin Morton, MS, WMAHEC Program Coordinator

Yvette Rooks, MD, CAQ, FAAFP, Associate Professor, University of Maryland School of Medicine

2:00 p.m. to 2:45 p.m. — Fostering Public Trust in Research: Bioethics Rural Mini Medical School Program

Speakers:

Claudia R. Baquet, MD, MPH, Professor, University of Maryland School of Medicine

Jeanne L. Bromwell, BS, Deputy Director and Continuing Education Coordinator, Eastern Shore Area Health Education Center



Special Limited-Seating for Social Media Workshop — First Come, First Serve!

Two sessions of "Social Media for Health Communicators," an introductory session to social networking, will be held on Thursday by Katherine C. Gunby, Public Information Officer, Worcester County Health Department. These 45-minute interactive computer-based sessions can seat only six people. [Register at the registration desk.](#)

Thursday - Continued

2:00 p.m. to 2:45 p.m. Exhibit Room - Social Media for Health Communicators

Presented by Katherine C. Gunby, Public Information Officer, Worcester County Health Department. Limited space for hands on beginner training with interactive computer based setting. Registration for six people will be onsite at registration desk for participants interested. (See box, prior page)

2:45 p.m. to 3:00 p.m. — Break with Snack

3:00 p.m. 3:45 p.m. — Conducting Local Youth Risk Survey

Speakers:

Bob Stephens, MS, Director of Behavioral and Family Health, Garrett County Health Department

Rodney Glotfelty, RS, MPH, Garrett County Health Officer

3:45 – 4:15 – Senior Health Insurance Assistance Programs (SHIP)

Debbie Barker, SHIP Coordinator, St. Mary's County

6:00 p.m. to 8:00 p.m. — Rural Health Awards Dinner (See next page.)



Friday, November 4, 2011 Navigating Change by Connecting With Others

8:00 a.m. to 9:00 a.m. — Breakfast

8:45 a.m. — Welcome and Overview of the Rural Maryland Prosperity Investment Fund

Speaker: Scott Warner, Executive Director, Mid-Shore Regional Council

9:00 a.m. to 9:30 a.m. — Ongoing Work of Maryland Telemedicine Task Force

Speaker: Robert Bass, MD, Director, The Maryland Institute for Emergency Medical Services Systems (MIEMSS)

9:30 a.m. to 10:30 a.m. — Legislative Panel with Maryland General Assembly Members and Rural Health Topics

Legislative Panel with Maryland General Assembly Members and Rural Health Topics

The Honorable Norman Conway House of Delegates, District 38B

The Honorable John Donoghue, Maryland House of Delegates, District 2C

The Honorable Addie Eckardt, Maryland House of Delegates, District 37B

The Honorable Peter Murphy, Maryland House of Delegates, District 28

10:30 a.m. to 10:45 a.m. — Break

10:45 a.m. to 11:15 a.m. — Electronic Healthcare Record Implementation in Rural Community Health Care Center

Speakers:

Salliann Alborn, CEO, Community Health Integrated Partnership

Mark Rajkowski, Executive Director, West Cecil Health Center, Inc.

11:15 a.m. to Noon — Conference Address

The Honorable Joshua Sharfstein, MD, Secretary, Maryland Department of Health and Mental Hygiene



Dr. Sharfstein was appointed by Governor O'Malley as Secretary of DHMH in January 2011. Prior to that, he was appointed by President Obama to serve as the Principal Deputy Commissioner of the U.S. Food and Drug Administration, the agency's second highest-ranking position. From 2005 to 2009, he served as the Commissioner of Health for the City of Baltimore. In 2008, he was named Public Official of the Year by Governing Magazine. Dr. Sharfstein is a graduate of Harvard College and Harvard Medical School, and a graduate of the combined residency program in pediatrics at Boston Children's Hospital and Boston Medical Center, and a 2001 graduate of the fellowship in general pediatrics at the Boston University School of Medicine.

Noon — Boxed Lunch to Go. Thank you for coming!



2011 Rural Health Awards Dinner Thursday, November 3

6:00 p.m. to 8 p.m. — Dinner and Awards Event
6:30 p.m. — Award Presentations Begin

About the Rural Health Awards

The Maryland Rural Health Association is pleased to support the Maryland Rural Health Awards. The Rural Health Awards evolved from the Rural Impact Awards that recognized individuals and organizations in rural communities for outstanding rural development and health efforts. Those awards were last presented at the 2007 Rural Summit hosted by all three Maryland state rural serving organizations (Rural Maryland Council, State Office of Rural Health, and MRHA) and the five rural regional economic development councils. In 2010, the MRHA brought back part the rural health impact awards at the newly reestablished Rural Health Conference at Rocky Gap in Western Maryland.

Six Rural Health Awards will be presented in 2011. They are:

Outstanding Rural Health Legislator Award — for outstanding leadership and public service in promoting legislation and/or policy solutions to benefit rural communities.

Senator Richard F. Colburn

District 37, Caroline, Dorchester, Talbot & Wicomico Counties.

Nominated by: Rodney Glotfelty, Past President, MRHA

MRHA Outstanding Rural Health Practitioner Award — for providing direct service and exhibiting outstanding leadership in bringing and/or improving health services to rural populations.

Dr. James Patrick Jarboe

Retired Primary Care Physician, St. Mary's County.

Nominated by: Christine Wray, President, St. Mary's Hospital

Christine B. Leo, BS, RDH

Eastern Shore Oral Health Education & Outreach Program
Nominated by: Dr. Harry Goodman, Director, State Office of Oral Health

Outstanding Rural Health Achievement Award — for leadership and noteworthy initiative in the development of community-oriented rural health care delivery.

Holly Emmons, RD, LD, MPA

Union Hospital Elkton

Nominated by: Joanne Richart-Young, Agriculture Coordinator, Cecil County Office of Economic Development

Outstanding Rural Health Volunteer — for leadership, dedication, and noteworthy volunteer achievement beyond the call of one's professional duties to help improve the health of their community.

Donna Clark

Salisbury, MD

Nominated by: Spicer Bell, President, Community Foundation of the Eastern Shore, Inc.

Outstanding Rural Health Program Award — for promoting and providing effective community-oriented rural health care delivery and excels in service to rural people, directly or indirectly.

Western Maryland Mission of Mercy

David Stewart

Nominated by Jennifer Thomas

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Contribute Your Voice

Help Fund Rural Economic and Community Development

The Maryland General Assembly created the Rural Maryland Prosperity Investment Fund in 2006 to help raise the overall standard of living in rural areas throughout Maryland. To date, no funding has been appropriated. Join the growing voices of your fellow rural constituents and service providers in encouraging Rural Legislators and the Governor to include \$4 million in the State's budget through 2020 that will meet the objectives of the legislation.

**Complete Information and Sample Letter of Support are available at
www.RuralMarylandProsperity.org**

Funding Categories

- Entrepreneurship
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The Maryland Rural Health Association expresses deep thanks to its partners and sponsors for making this important conference possible.

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- Rural Development U.S. Department of Agriculture
- Western Maryland Area Health Education Center
- Worcester County Health Department

Join the Maryland Rural Health Association

MRHA works for quality rural health care for Maryland's rural communities and their residents, and depends on the support of individuals and organizations. A stronger MRHA with a larger and active membership is the best way to ensure quality health care for rural Maryland. Membership includes individuals, organizations, honorary, student, and ex-officio members.

Join at: <http://mdruralhealth.org/membership.html>



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