Join us for the 2017 Missouri Rural Health Conference

AUGUST 15-17, 2017
The Lodge at Old Kinderhook
Camdenton, MO

Collaborating Partners
Combining forces to bring the most up-to-date information and trends to Missouri’s rural health providers.
Please join the Missouri Rural Health Association, Missouri Hospital Association, Missouri Primary Care Association and Missouri Department of Health And Senior Services, Office of Primary Care, as Collaborating Partners on August 15-17, 2017 at The Lodge at Old Kinderhook, Camdenton, Missouri.

This year’s conference focus continues with access to care to improve health outcomes of rural residents by bringing hospitals, FQHC’s, physicians, clinicians, health departments, in-home and community front-line workers, community and social agencies, policy makers, CEO’s, CFO’s, transportation and ambulance professionals, together to learn, understand and build bridges to find solutions for breaking down barriers and increasing health access for all.

TOPICS WILL INCLUDE:

• Transportation Models & Technology
• Advocacy
• Health Law
• Workforce Recruitment and Retention
• ER Diversion Programs
• Justice in Mental Health
• Community Health Workers
• Intersections of Care
• Procurement Practice
• Tele-behavioral Health
• Alternative Payment Models
• Medication Assisted Therapy (MAP) for Opioid Addiction
• Medicaid Managed Care
• Missouri’s Opioid Crisis
• And many other topics of interest

Please visit our conference website periodically for the most up-to-date information as it becomes available at www.morha.org.
Missouri Rural Health Conference

PRELIMINARY AGENDA

TUESDAY, AUGUST 15 (DAY 1)

10:00a-4:00p Conference Registration Open - Hotel Lobby
10:00a-11:30a MRHA Board Retreat (lunch provided) - Cypress Room
1:00p-7:00p Exhibit Set-up in Hearth Room

<table>
<thead>
<tr>
<th>Workshop Breakouts</th>
<th>Grand Ballroom A</th>
<th>Grand Ballroom B</th>
<th>Creek View (separate building)</th>
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</thead>
<tbody>
<tr>
<td>12:00p-1:30p</td>
<td>Emerging Transportation Models and Technology Valerie Leifer, President/CEO, Liberty (part 1)</td>
<td>Pharmacists as Resources in Rural Health Kelly Cochran, PharmD, BCPS UMKC School of Pharmacy</td>
<td>Jane Drummond, General Counsel and Vice President of Legal Affairs - BKD Steve Parde, Managing Director, Kansas City, BKD Karla Weng, MPH, CPHQ – Senior Program Manager, Stratus Health (Session reserved for CAHs only) (part 1)</td>
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<td>1:30p-1:45p</td>
<td>Break</td>
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<tr>
<td>1:45p-3:30p</td>
<td>Emerging Transportation Models and Technology Valerie Leifer, President/CEO, Liberty (part 2)</td>
<td>Resources for Community Health Worker Effectiveness UnitedHealthcare Medicaid CHW Teams - Stephanie Thomeczek, Director of Marketing NCMM - Training Resources Amy Conrick, Co-Dir. NCMM Phoenix Home Care Inc. - Building a Toolkit Stephanie Withhar, Home Care Consultant</td>
<td>Jane Drummond, General Counsel and Vice President of Legal Affairs - BKD Steve Parde, Managing Director, Kansas City, BKD Karla Weng, MPH, CPHQ – Senior Program Manager, Stratus Health (Session reserved for CAHs only) (part 2)</td>
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CONFERENCE ADJOURNS

4:00p-8:00p Golf Tournament / 4-Person Scramble

WEDNESDAY, AUGUST 16 (DAY 2)

7:00a-8:30a Breakfast Buffet - Grand Ballroom A&B
8:00a-5:30p Exhibit EXPO Open - Be sure to bring business cards to enter the prize drawings (Hearth Room)
8:30a-9:30a Welcome & KEYNOTE: Brian Bauer, Shareholder Attorney with Hall, Render, Killian, Heath and Lyman, PLLC Health Law Firm Partnering for Success - Grand Ballroom A&B
9:30a-9:45p Break - Exhibit Expo/Refreshments - Hearth Room
9:45a-11:00a General Session: Responding to the Opioid Crisis in Missouri Leslie Porth, Ph.D, Mo. Hospital Association or Alison Williams, RN, BSN, MBA-HCM, CPHQ, Vice President of Clinical Quality Improvement, Mo. Hospital Association and Shawn Billings, Behavioral Health Network/Project Epic - Grand Ballroom A&B

11:00a-11:30a Break - Exhibit Expo/Refreshments - Hearth Room
11:30a-1:00p Buffet Lunch/Exhibit EXPO (no programing)

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<tr>
<th>Workshop Breakouts</th>
<th>Grand Ballroom A</th>
<th>Grand Ballroom B</th>
<th>Creek View</th>
<th>CYPRESS (Invite Only Sessions)</th>
<th>Weiskopf Room (Invite Only Sessions)</th>
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<tr>
<td>1:00p-2:00p</td>
<td>Transportation Technology in the Trenches Liberty Mobility Now Valerie Leifer, President/CEO, Liberty</td>
<td>Workforce Recruitment and Retention in Rural Missouri Joni Adamson, Manager of Recruitment and Workforce Development, Missouri Primary Care Association</td>
<td>ER Diversion Programs Right Care, Right Place, Right Time Dr. Nick Pfannenstiel, VP, Oral Health Services, and Alexis Brown, Jordan Valley Community Health Center</td>
<td>Employee Group Benefits, Matt Weaver, Executive VP, COBBS ALLEN</td>
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<td>2:00p-2:30p</td>
<td>Break - Exhibit Expo/Refreshments - Hearth Room</td>
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<td>2:30p-3:30p</td>
<td>Healthy Nevada: A Cerner Project: Putting Health at the Heart of the Community Kelly Ast, Community Coordinator, Healthy Nevada Michelle Peterson, Strategic Director, Cerner</td>
<td>Justice in Mental Health - The role of Health Centers in diversion &amp; recovery supports Chris Stewart, CEO, Katy Trail Community Health &amp; Joann Martin, MSN, RN, CPNP, Administrator-Pettis County Health Center</td>
<td>Intersection of Care Community Health Workers in Practice Tonniann Richard, CEO, Health Care Collaborative of Rural Missouri</td>
<td>Innovations in Procurement Practice Suzanne Alewine, MRHA Executive Director Joe Lopez, Marketing Director</td>
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<td>3:30p-4:00p</td>
<td>Break - Exhibit Expo/Refreshments - Hearth Room</td>
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Preliminary Agenda - continued on next page
**PRELIMINARY AGENDA**

**THURSDAY, AUGUST 17 (DAY 3)**

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<thead>
<tr>
<th>Time</th>
<th>Workshop Breakouts</th>
<th>Grand Ballroom A</th>
<th>Grand Ballroom B</th>
<th>Creek View</th>
<th>Cypress (Invite Only Sessions)</th>
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<tbody>
<tr>
<td>7:00a-8:30a</td>
<td>Breakfast - programming begins at 8:00 a.m. (Grand Ballroom A &amp; B)</td>
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<tr>
<td>8:00a-9:15a</td>
<td><strong>MEDICAID MANAGED CARE TOWN HALL MEETING</strong> (Grand Ballroom A &amp; B)</td>
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<td>8:00a-9:15a</td>
<td>Stephanie Thomeczek, Director of Marketing, United Healthcare, Francis Slay, Supervisor, Community Outreach, Home State Health and Alisha Burger, Sr. Community Relations Specialist-Central Region, Missouri Care</td>
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<tr>
<td>9:15a-9:30a</td>
<td>Break - Grand Ballroom Pre-Event</td>
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<tr>
<td>9:30a-10:30a</td>
<td>Transportation &amp; Health: Hot Issues &amp; Trending Topics</td>
<td>Chris Zellinger, Asst. Dir. CTAA</td>
<td>Impact of MACRA on Rural Hospitals</td>
<td>Medication Assisted Therapy for Opioid Addiction Lessons from the Field Preferred Family Healthcare Presenter TBD</td>
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<tr>
<td>10:30a-10:45a</td>
<td>Break - Grand Ballroom Pre-Event</td>
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<tr>
<td>10:45a-12:30p</td>
<td>Creating a HealthTran Service in Your Community</td>
<td>Suzanne Alewine, MRHA Executive Director, Doris Boeckman, Community Asset Builders, LLC/MO Rides to Wellness, &amp; Mary Gordon, HealthTran Project Manager.</td>
<td>Advocating for the Health Needs of Rural Communities: Using the most effective strategies with the right audiences – Ryan Barker, VP of Health Policy, Missouri Foundation for Health</td>
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<tr>
<td>12:30 PM</td>
<td><strong>CONFERENCE ADJOURS</strong></td>
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REGISTRATION DEADLINE: August 8, 2017

SAVE TIME AND REGISTER ONLINE @ WWW.MORHA.ORG FOR CREDIT CARD PAYMENTS

Attendee Registration –
Registration includes all education & training sessions, planned meals & Social Event.

Attendee Name:
Attendee Title:
Agency/Firm or Organization Name:
Address: City: State: Zip Code:
E-Mail: Web Address:
Phone: Fax:

Affiliation: MRHA MHA MPCA DHSS Other (specify)

REGISTRATIONS RECEIVED BY AUGUST 8, 2017

$90.00 Attendee/Presenter
$125.00 Attendee/Presenter
$0.00 Attendee/Presenter - Paid by DHSS

Attendee has been approved for registration fee to be paid by Missouri Department of Health and Senior Services.

GOLF - AUGUST 15, 2017 - 4:00 P.M.
$40.00 Individual
$150.00 Team of 4

ATTENDING WEDNESDAY AUGUST 16TH SOCIAL EVENT (6:00-8:00 p.m.):
Yes No

(Free to Conference Attendees and Exhibitors that sign up & includes Charbroiled Hamburgers & hot dogs with all the fixings, potato salad, chips, refreshments, and Ice Cream Parlor. Access to pool, volleyball court, yard games etc.)

GUESTS:
Guest Name (s):

Guests of registered conference attendees must purchase a ticket to attend meals and social events. Guests are NOT considered attendees and do not attend workshops or assist exhibitors. The fee is at cost. There is no reduced pricing due to age of guest.

$25.00 Wednesday Breakfast $35.00 Wednesday Lunch
$50.00 Wednesday Social Event (See Details Above)
$25.00 Thursday Breakfast

BUFFET MEALS WILL BE SERVED DURING CONFERENCE.

Special Dietary Needs: Gluten Free Diabetic Vegetarian Other

NOTE: Payment due at time of registration. Credit Card payments available with on-line registration/ mail in registrations require check.

THANK YOU FOR ATTENDING THE MISSOURI RURAL HEALTH CONFERENCE!

Make Check Payable to Missouri Rural Health Association
Mail Completed Registration Form with Payment to:
Missouri Rural Health Association
C/o Community Asset Builders, LLC
2412 Hyde Park Road, Suite B, Jefferson City, MO 65109
PHONE: 573-616-2740 or E-Mail: pam@cabllc.com
www.morha.org

Registration must be received by the deadline date of August 8, 2017 to ensure processing time, prior to conference date.
Any Registrations received after August 8, 2017 will be handled as on-site registrations.
You're INVITED

VENDOR EXPO - AUGUST 16, 2017

The Missouri Rural Health Association, Missouri Hospital Association, Missouri Primary Care Association and Missouri Department of Health and Senior Services, Office of Primary Care, as Collaborating Partners, invite you to showcase your business at our joint 2017 Conference. The Conference is scheduled for August 15-17, 2017 at The Lodge at Old Kinderhook, Camdenton, Missouri. This is an excellent opportunity for your company to exhibit at one location and reach a multitude of state decision-makers, saving on travel, meals and lodging with our combined partnership. Exhibit fee packages are reasonable with the lowest package less than the combined fees of the 4 partner’s conferences individually. Attendance is expected to encompass 250 or more in attendance. We hope you will join us!

Exhibit & Sponsorship Opportunities

(Full Conference Privileges August 15-17 with 1 Day Expo August 16th)

CORPORATE - $10,000
(Special modifications upon request.)
- Wednesday Evening Dinner Social Event 6-8PM & Special Introductions.
- Reserved room for 1 hour in the facility to hold “user group” or “round table discussions for one-on-one or small groups.
- Personal introductions to 6 Key Attendees of your choice by MRHC leadership.
- Logo on website and Social Media
- 1 Exhibit Table and up to 5 Delegates (includes 2 booth reps.)
- Prime Exhibit Location Day of Expo
- Opportunity to include an item in the conference bag (optional)
- Announcement of sponsorship during key events
- Included on signage

PLATINUM - $5,000
- Wednesday August 16 Keynote & Luncheon Sponsors
- Opportunity for promotional materials to be placed on the luncheon tables. (responsibility of the sponsor)
- Logo on website and Social Media
- 1 Exhibit Table & up to 4 Delegates (includes 2 booth reps.)
- Premium Exhibit Location Day of Expo
- Opportunity to include an item in the conference bag (optional)
- Announcement of sponsorship during key events
- Included on signage

GOLD - $3,500
- Wednesday/Thursday Breakfast Sponsors
- Opportunity for promotional materials to be placed on the breakfast tables. (responsibility of the sponsor)
- Logo on website and Social Media
- 1 Exhibit Table & up to 3 Delegates (includes 2 booth reps.)
- Premium Exhibit Location Day of Expo
- Opportunity to include an item in the conference bag (optional)
- Announcement of sponsorship during key events
- Included on signage
Exhibit & Sponsorship Opportunities

(Full Conference Privileges August 15-17 with 1 Day Expo August 16th)

SILVER - $2,500
- Refreshment Break Sponsors
- Logo on website and Social Media
- 1 Exhibit Table & up to 2 reps.
- High traffic exhibit location Day of Expo
- Announcement of sponsorship during key events
- Included on signage

BRONZE - $1,500
- 1 Exhibit Table & up to 2 reps.
- Logo on website
- Announcement of sponsorship during key events
- Included on signage

EXHIBIT ONLY - $500 / GOVERNMENT AGENCY ONLY - $300
- 1 Exhibit Table
- up to 2 reps.

GENERAL SPONSORSHIP
Contact Missouri Rural Health Association at info@morha.org
OR call 573-616-2740.

GOLF TOURNAMENT - (TUESDAY AUGUST 15, 2017)
Individual $40 - Team of Four $150
(Shotgun start at 4:00 pm, 4 person scramble, 18 holes) (Register now as space is limited.)
Nestled among beautiful valleys at the Lake of the Ozarks, lies one of America’s most spectacular courses. Old Kinderhook, a Tom Weiskopf signature course, is a 6,821-yard par 72 featuring zoysia tees and fairways with large bentgrass greens. It will challenge the most serious golfer, yet plays on the friendly side. The course is renowned for its unsurpassed drama: valleys, waterfalls, hills, trees and water hazards, plus its beautiful lake setting. The elevation changes and breathtaking views will thrill you at every hole.

SOCIAL DINNER & NETWORKING EVENT - WEDNESDAY AUGUST 16, 2017
You are all invited and encouraged to attend this event from 6-8pm. Food and beverages will be available, so come join your colleagues for a fun night out! This event is free to conference registrants. Guests of registered participants are welcome with advance ticket purchase. Must present name badge/ticket to attend this event. Thank you Corporate sponsors for hosting the event!

VENDOR PRIZE DRAWINGS - WEDNESDAY AUGUST 16, 2017
Each exhibitor is asked to donate 1 gift or prize for this vendor event with your business card attached. Items in various price ranges are suggested and appreciated. Vendors participating in the drawing will be provided a bag to collect business cards throughout the day. We will be drawing for prizes at each booth and making announcements throughout the day in the Vendor Expo and will have a list of winners at the registration desk during the Vendor Expo for attendees to check in and visit that vendor to claim their prize. Last drawings will be held end of day Wednesday 5:00-5:30pm. Any unclaimed prizes at the end of days last call, will be forfeited and we will draw new winners, that must be present to claim prizes!

Collaborating Partners

MRHA
Missouri Rural Health Association

MHA
Missouri Hospital Association

MPCA
Missouri Primary Care Association

MDHSS
Missouri Department of Health & Senior Services

Partner’s website links to access conference links:
www.morha.org (Missouri Rural Health Association) • www.mhanet.com (Missouri Hospital Association) • www.mopc.org (Missouri Primary Care Association) • www.health.mo.gov (Missouri Department of Health & Senior Services)
ATTENDEE-PRESENTER REGISTRATION: To register as an Attendee/Presenter fill out the appropriate form included in this brochure OR pay on-line at www.morha.org. You may mail the completed form with check payable to MRHA, C/O Community Asset Builders, LLC, 2412 Hyde Park Rd., Suite B, Jefferson City, MO, 65109. NOTE: All Registrations require payment at time of registration. All credit card payments must be entered online.

ATTENDEES:
IMPORTANT: Please bring your business cards for the vendor drawings to include name, address and organization/company. Your business cards will be your tickets for the vendor drawings throughout the day Wednesday August 16, 2017. (No tickets will be provided at conference)

EXHIBITOR/SPONSOR: We invite you to showcase your business at the Vendor Expo on August 16, 2017, as well as enjoy full conference privileges during the 3-day conference. This is an excellent opportunity for your company to exhibit at one location and reach a multitude of state decision-makers, saving on travel, meals and lodging with our combined partnership. Exhibit & Sponsorship packages are reasonable with the lowest package less than the combined fees of the 4 partner's conferences individually. Attendance is expected to encompass 250 or more in attendance. We hope you will join us!

Select from a variety of sponsorship/exhibitor packages, along with networking opportunities throughout the 3-day event. There are multiple ways for vendors to connect and network with attendees. Review the available sponsorship packages that would best display your company or call us to modify a Corporate Package for you. Booths are 6 ft. tables with 2 chairs. Exhibit space is limited so please register early.

VENDOR PRIZE DRAWINGS-WEDNESDAY AUGUST 16, 2017: Each exhibitor is asked to donate 1 gift or prize for this vendor event with your business card attached. Items in various price ranges are suggested and appreciated. Vendors participating in the drawing will be provided a bag to collect business cards throughout the day. We will be drawing for prizes at each booth end of day Wednesday 5:00-5:30pm. MUST BE PRESENT TO WIN!

EXHIBITOR/SPONSOR REGISTRATION: Please fill out the appropriate Exhibit & Sponsorship Registration form included in this brochure. You may mail the completed form with check payable to MRHA, C/O Community Asset Builders, LLC, 2412 Hyde Park Rd., Suite B, Jefferson City, MO. 65109. NOTE: All Registrations require payment at time of registration. Payment by Check is preferred.

AV, ELECTRICAL, AND SPECIAL REQUESTS: To add electricity or AV to your booth, request forms are available online at www.morha.org. Please identify your requests under “Missouri Rural Health Conference”.

SHIPPING AND RECEIVING: Ship items to The Lodge at Old Kinderhook, Attention: Paige Jones, 678 Old Kinderhook Drive, Camdenton, MO. 65020 and include “Missouri Rural Health Conference” on the package. Forms are available online at www.morha.org.
If you have questions, please call Paige Jones at 1-888-346-4949.
SOCIAL DINNER & NETWORKING EVENT-WEDNESDAY AUGUST 16, 2017: You are all invited and encouraged to attend this event from 6-8pm. Food and beverages will be available, so come join your colleagues for a fun night out! This event is free to conference registrants. Guests of registered participants are welcome with advance ticket purchase. Must present name badge/ticket to attend this event. (Corporate Sponsorship provides the opportunity to host this great event).

REGISTRATION DEADLINE: Registrations must be received by the deadline date of August 8, 2017. Any registrations received after August 8, 2017 will be handled as on-site registrations.

TO MAKE HOTEL RESERVATIONS ONLINE: To make reservations online, visit our website at www.morha.org, click on the appropriate link and enter group code “170814MRHA” to access group rates or call The Lodge at Old Kinderhook toll free, 888-346-4949 and select the option to be connected to the front desk for personal assistance in making your reservation and identify as group code “170814MRHA”. Reservations will be accepted no later than July 16, 2017 (the “cut-off date”). If reservations are not made by the “cut-off date”, guest rooms will be available at hotel’s space and rate availability only. Make your reservations early to insure getting the group discount rate and availability.

PAYMENTS: Register online with credit card at www.morha.org or download appropriate registration form and complete and mail with check payable to MRHA to Missouri Rural Health Association, C/O Community Asset Builders, LLC, 2412 Hyde Park Rd., Suite B, Jefferson City, MO. 65109. NOTE: All Registrations require payment at time of registration. All credit card payments must be entered online.

CANCELLATION POLICY: If commitment is cancelled in writing prior to July 14, 2017, MRHA will provide a 50% refund. There will be NO REFUND after July 14, 2017. (All refunds will be handled through MRHA after conference revenues have been reconciled by check. (After September 1, 2017)

PLEASE SHARE THIS INFORMATION WITH ALL YOUR CONTACTS AND VENDORS TO SPREAD THE WORD! YOUR HELP AND SUPPORT ARE GREATLY APPRECIATED. WE HAVE A GREAT PROGRAM PLANNED AND WE HOPE YOU WILL BE ABLE TO JOIN US FOR THIS EVENT.