

# RHPI Project 2009 Conference Agenda

Thursday, September 17, 2009

- 10:00am Conference Registration (**Mezzanine Level**)
- 11:30am Buffet opens for networking lunch (**Amphitheater – Mezzanine Level**)
- 11:50am **Amphitheater – Mezzanine Level**  
Welcome & Introductions  
Hartzell Cobbs, Rel.D.  
RHPI Project Director & MSG Executive Director
- 12:00 – 12:30pm RHPI Project Evaluation  
Terry West, MBA,  
The Lewin Group, Falls Church, Virginia
- 12:30pm – 1:00pm Accountability: Up and Down Rural Style!  
Mark Chustz, ABD, MSW, Administrator, Southern University, Baton Rouge, Louisiana  
Nelson Mandela School of Public Policy
- 1:00pm – 1:15pm Break – Exhibits (**Holly Room – Mezzanine Level**)
- 1:15pm – 3:00pm Breakout Session I (Sessions #1 and #2)

## **Amphitheater – Mezzanine Level**

### **1. From Customer Service Training to Leadership Development and Community Engagement: An On-going Process Improvement for Rural Hospitals**

#### Taking Customer Service Excellence and Community Engagement to a Powerful New Level

Richard Manning, Chief Executive Officer, Montfort Jones Memorial Hospital, Kosciusko, Mississippi  
Charlotte Englund, Chief Executive Officer, The Solutions Group, Brookhaven, Mississippi

#### Customer Service Training through Leadership Development

Wes Murray, Chief Executive Officer, Texas County Memorial Hospital, Houston, Missouri  
Steve Nyquist, M.Div., Principal and Co-founder, Salient Health Ventures, Cullman, Alabama

## **Mahogany Room – First Floor**

### **2. Improving Quality by Transforming Processes into Strategy Planned Actions**

#### A Holistic Approach to Quality Improvement

Paula Lang, Chief Executive Officer, Patient's Choice Medical Center, Belzoni, Mississippi  
Sally Harrison, Chief Executive Officer, Rural Health Strategies, Edwards, Mississippi

#### The Role of Quality in Creating Long Term Strategic Success

Linda Deville, Chief Executive Officer, Bunkie General Hospital, Bunkie, Louisiana  
Darlene Bainbridge, Chief Executive Officer, Bainbridge & Associates, Cuba, New York

3:00pm – 3:15pm Break – Exhibits (**Holly Room – Mezzanine Level**)

3:15pm – 5:00pm Breakout Session II (Sessions #3 and #4)

## **Amphitheater – Mezzanine Level**

### **3. PPS Hospitals & Financial Performance Improvement**

#### Key Issues in Revenue Cycle Efficiency

Robert Schile, CPA, Principal, LarsonAllen LLP, Minneapolis, Minnesota

#### Medicare Payment Challenges for PPS Hospitals

Tommy Barnhart, CPA, Principal, Dixon Hughes PLLC, Winston Salem, North Carolina

#### Business Office Employee Productivity: Teaching Old and New Dogs New Tricks!

Walter Edwards, CCHE, Founder, CEO, Medical Accounts Receivable Systems, Paducah, Kentucky

## **Mahogany Room – First Floor**

### **4. CAH & Financial Performance Improvement**

#### Using Measures to Improve CAH Performance

Eric Shell, MBA, CPA, Principal, Stroudwater Associates, Portland, Maine

#### The Impact of Charge Description Master Coding on CAH Medicare Cost Report Settlement

Greg Britt, CEO, J. Greg Britt, Consultant, Inc., Louisville, Kentucky

#### CAH – It's Time for a Reality Check!

Cynthia Dupree, CPA, CCS, FHFMA, Partner, Draffin & Tucker, LLP, Albany, Georgia

5:15pm – 6:30pm Reception with cash bar (Dinner on your own) **(Oak Room – First Floor)**

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## **Friday September 18, 2009**

7:00am Breakfast buffet opens **(Amphitheater – Mezzanine Level)**

8:00am – 8:15am **Amphitheater – Mezzanine Level**  
Welcome & Introductions  
Terry J. Hill, M.P.A., RHRC Executive Director

8:15am – 8:45am Stopping the “REAL” Bleeding in Your Emergency Department  
Daryl Weaver, Chief Executive Officer  
King's Daughters Hospital, Yazoo City, Mississippi

8:45am – 9:15am **Break for Hotel Check-out**

9:15am – 11:00am Breakout Session III (Sessions #5 and #6)

### **Amphitheater – Mezzanine Level**

#### **5. Lean Thinking & Balance Scorecard: Putting Strategic Planning into Action for Continuous Improvement and on-going Strategy Focused Management**

##### Lean Thinking & Value Stream Mapping at Evergreen Medical Center

Bob Humphrey, Chief Executive Officer, Evergreen Medical Center, Evergreen, Alabama

Mike Ricard, Senior Director, PMC Healthcare, PMC Corporation, Dearborn, Michigan

##### Building and Implementing a Balanced Scorecard & Strategy Map at Ripley County Memorial Hospital

Bob Garrison, Chief Executive Officer, Ripley County Memorial Hospital, Doniphan, Missouri

Scott Goodspeed, DHA, FACHE, Principal, Performance Management Institute, Portland, Maine

## **Mahogany Room – First Floor**

### **6. Master Site Planning and Operational Assessment: Developing Future Opportunities and Improving Performance**

#### Improving Operations through Physician Commitment and Targeted Care Management

Barry S. Cochran, Chief Executive Officer, Fayette Medical Center, Fayette, Alabama

Clinton MacKinney, MD, MS, Senior Consultant, Stroudwater Associates, Portland, Maine

#### Preparing for the Future Opportunities through the Development of a Master Site Plan

Michael Layfield, Chief Executive Officer, Drew Memorial Hospital, Monticello, Arkansas

Joseph P. Pyatek, AIA NCARB, Pyatek Architect, LLC, Manchester, Missouri

11:00am – 11:15am Break – Exhibits **(Holly Room – Mezzanine Level)**

11:15am – 11:45am **Amphitheater – Mezzanine Level**  
Federal Legislative and Policy Impacts on Daily Hospital Management  
Brock Slabach, VP for NRHA Member Services, Kansas City, Missouri

11:45am Closing Comments  
Hartzell Cobbs, Rel.D.

12:00pm **Turn in Evaluations**  
Adjourn (Lunch on your own)

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