

# RHPI Project 2009 Conference Agenda

---

Thursday, September 17, 2009

- 10:00am Conference Registration (**Grand Ballroom - First Floor**)
- 11:30am Buffet opens for working lunch (**Grand Ballroom – First Floor**)
- 11:50am **Grand Ballroom – First Floor**  
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 (**Grand Ballroom – First Floor**)
- 1:15pm – 3:00pm Breakout Session I (Sessions #1 and #2)

## **Grand Ballroom – First Floor**

### **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 (**Grand Ballroom – First Floor**)
- 3:15pm – 5:00pm Breakout Session II (Sessions #3 and #4)

## **Grand Ballroom – First Floor**

### **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)**

---

**Friday September 18, 2009**

7:00am Breakfast buffet opens **(Grand Ballroom – First Floor)**

8:00am – 8:15am **Grand Ballroom – First Floor**

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)

**Grand Ballroom – First Floor**

**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 **(Grand Ballroom – First Floor)**

11:15am – 11:45am **Grand Ballroom – First Floor**

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.

**Turn in Evaluations**

12:00pm Adjourn (Lunch on your own)

---