



# RURAL MATTERS

2019 TORCH Annual Conference & Trade Show

APRIL 10-12 | HYATT REGENCY DALLAS | EARLY REGISTRATION DEADLINE — MARCH 18



## APRIL 10

11:00 AM

**New CEO/First Time CEO Attendee Luncheon**  
(By invitation only)

1:00 PM

**Welcome and Opening**  
**Politics Matter**  
Governor Greg Abbott (invited)

2:00

**Legislation Matters**

3:00

**The Faces of Rural Hospital Closures**

4:00

**Local Issues Matter**  
*When Seconds Matter*  
*How to Pass a Hospital District When Your County Hates Taxes*

5:00

**Membership Meeting**

5:15

**Reception with Exhibitors** (In Exhibit Hall)

## APRIL 11

8:00 AM

**Member Breakfast with Exhibitors**  
(In Exhibit Hall)

9:00

**Why Prioritizing Your Health Matters**

9:45

**Contracts Matter**

10:30

**Networking Break with Exhibitors**  
(In Exhibit Hall)

11:00

**CONCURRENT SESSIONS - Breakout 1**  
**A. Finance Matters - Option 1**  
**B. Insurance Matters**  
**C. Social Media Matters**  
**D. Finance Matters - Option 2**

12:00 PM

**Recognition Matters**  
(Everyone is invited to attend the luncheon)  
Union Station Ballroom

1:00

**CONCURRENT SESSIONS - Breakout 2**  
**A. Finance Matters - Option 1**  
**B. Legislative Law Matters**  
**C. Culture Matters**  
**D. Finance Matters - Option 2**

2:00

**Medical Matters**

3:00

**Networking Break with Exhibitors**  
(In Exhibit Hall)

3:30

**Leadership Matters**

4:30

**Member Reception with Exhibitors**  
(In Exhibit Hall)

6:00-11:00

**Social Networking Event - Bowlounge**

## APRIL 12

8:00 AM

**Member Breakfast with Exhibitors**  
(In Exhibit Hall)

8:30

**Foundation Raffle** (In Exhibit Hall)

9:00

**Quality Matters**

10:00

**Legal Matters**

11:00

**Rural Communities Matter**  
**Closing Remarks**

12:00 PM

**Adjourn**

Wednesday  
April 10

11:00

## New CEO/First Time CEO Attendee Luncheon

(By invitation only)

1:00 PM

## Welcome and Opening

*John Henderson, President/CEO, TORCH, Austin, TX and Jeff Turner, CEO and TORCH Board Chairman, Moore County Hospital District, Dumas, TX*

## Politics Matter

*Governor Greg Abbott (invited)*

As the 48th Governor of the State of Texas, Greg Abbott has many things he wants to accomplish to make Texas stronger and ready for the future. In this session he will discuss his legislative initiatives and his plan to address the challenges Texans cannot solve themselves.

2:00

## Legislation Matters

*Maggie Elehwany, Vice-President Government Affairs & Policy, National Rural Health Association, Washington, D.C.*

Come get an update on our federal advocacy priorities from our trusted partners at NRHA and see what role you can play in our grassroots activities.

*Don McBeath, Director of Government Relations, TORCH, Austin, TX*

With the 86th Texas legislature in full swing, a mixed bag of issues and agendas are sometimes difficult to sort out. Come get the rundown on our highest priorities at the state level and our predictions on how the session will end this year.

## Learning Objectives

- Identify key federal advocacy issues
- Learn about the top legislative issues being monitored this legislative session
- Learn how you can help invoke legislative change

3:00

## The Faces of Rural Hospital Closures

*Christopher Collins, Investigative Journalist, Texas Observer, Abilene, TX*

*The Observer* has made reporting on rural Texas a priority, with recent investigations by Christopher Collins reporting on the rural hospital closure crisis in Texas. Come hear first-hand his experiences from the field and his perspective on the issues facing rural Texas.

## Learning Objectives

- Identify the impact a hospital closure has on the community
- Understand how the glorified myth of "real America" stacks up against the actual plights faced by those in small towns
- Learn about the Observer rural reporting project and how to get involved

4:00

### Local Issues Matter

#### **A. When Seconds Matter**

*David Byrom, CEO, Coryell Health and Jeffery Bates, MD, Coryell Health, Gatesville, TX*

Last year an explosion rocked the small town of Gatesville, Texas. First responders and emergency crews swarmed the area trying to reach the injured. During the tragedy, heroes emerged and a community rallied together. The people on the frontline will share their story of hope and rebuilding and how they worked together with surrounding communities to maintain patient care.

#### **B. How to Pass a Hospital District When Your County Hates Taxes**

*Adam Willmann, CEO, Goodall-Witcher Hospital Authority, Clifton, TX*

Taxes — the five letter word that many don't like to hear. So how does a community overcome this obstacle to successfully get a vote passed for the creation of a hospital district? Last November one community defied all odds and did just that. Hear their story and how they worked closely with community leaders and citizens to achieve victory.

#### **Learning Objectives**

- How to communicate during chaos
- List the importance of emergency planning and drills
- Identify why you would want to pursue a governance change
- Discover how a hospital district can strengthen cash position
- Acquire best practices for rallying community support for the formation of a hospital district

5:00

### Membership Meeting

5:15

### Reception with Exhibitors

*Sponsored by Discovery Healthcare Consulting*

AGENDA - DAY 1

Wednesday  
April 10

Check out the TORCH Foundation Raffle items and get your tickets!

Thursday  
April 11

**8:00 AM**

## **Member Breakfast with Exhibitors**

(In Exhibit Hall)

*Sponsored by Rural Physicians Group and Sentry Data Systems*

**9:00**

## **Why Prioritizing Your Health Matters**

*Loriana Hernandez, CEO/ArmorUp & Journalist/Television Anchor, Austin, TX*

After years of reporting the story, she became the story when a precautionary blood test identified she had AML, an aggressive and fast-moving cancer. Her journey has been an arduous test of strength and courage, with tear-inducing ups and downs along the way. Using social media as her tool, she has given tens of thousands of people a front-row seat to her daily trials and tribulations, describing in raw detail the routine challenges any cancer patient faces. Chock full of hope, setbacks, small victories and frequent heartache, she has captured the hearts and minds of many. Now in remission, she shares why it is important for us to become our own HERO and look at life through a different perspective and make better decisions about life with diet, exercise, lifestyle, spiritual and financial fitness NOW.

### **Learning Objectives**

- Recognize how to improve patient navigation in the healthcare system
- Learn how to be prepared in case you are hit with a life-threatening illness
- Identify ways you can ArmorUp for LIFE

**9:45**

## **Contracts Matter**

*Jim McCoy, Managing Director, WayPoint Healthcare Advisors, Dallas/Fort Worth, TX*

Having good information matters when negotiating any contract. This is particularly true of managed care contracts. Major managed care companies are marching through the state implementing fixed fee contracts and many hospitals do not have the resources or information to confidently evaluate initial proposals or develop counterproposals. We know changing reimbursement methodologies will likely drive large negative and positive swings in payment by service line. This session will help you estimate financial impact and develop strategies to evaluate and counter managed care contract proposals using real time examples from peer organizations.

### **Learning Objectives**

- Understand and balance payer and provider incentives
- Learn how to get the best rate where it matters most
- Learn alternatives to payer based boiler plate terms
- Discover how to set realistic targets and estimate financial impact
- Anticipate related revenue cycle challenges
- Assess service line planning implications

**10:30**

## **Networking Break with Exhibitors**

(In Exhibit Hall)

*Sponsored by ChartSpan, Empire Financial, TETAF/Texas Perinatal Services and Wilco Data*

11:00

## CONCURRENT SESSIONS - Breakout 1

### A. Finance Matters - Option 1

*Brandon Durbin, Partner, Durbin & Company, LLP, Lubbock, TX*

Rural hospitals are struggling financially and reimbursement issues rank among the highest priorities for both TORCH and its members. In this session we will address the most important financial topics that are impacting your bottom line, including Medicaid, DSH, 1115 Waiver, RACs and much more. Make sure to attend this session to stay informed and get all of your questions answered by the experts.

#### Learning Objectives

- Identify the key financial challenges facing rural hospitals
- Explain the financial policies that underlie these challenges
- Recognize some opportunities for financial improvement

### B. Insurance Matters

*Brant Couch, CEO, HealthSure, Austin, TX*

#### It's Time to Take (Rural) Matters into Your Own Hands!

Learn how the big systems and insurance companies turn risk into an asset. No matter how you slice it, big hospital systems seem to always have an advantage over their rural counterparts. But, the truth of the (rural) matter is, by using some big system and insurance company strategies, more and more rural hospitals are able to turn challenge into opportunity. Don't be left behind! Join a panel of experts facilitated by HealthSure, the TORCH Insurance Program manager, in exploring how adopting big system strategies like captives, reference-based pricing, drug pricing transparency and many more can ensure your hospital will succeed no matter what the challenge.

#### Learning Objectives

- Learn how the big systems and insurance companies turn risk into an asset

### C. Social Media Matters

*Rob Rosenberg, President, Springboard Brand & Creative Strategy, Arlington Heights, IL*

The rapid adoption and prevalence of social media has allowed it to become an innovative and disruptive force within the healthcare field, potentially influencing the opinions and interactions of both patient and providers. And while it can be a valuable source of information, it can also be dangerous source of misinformation. As social media plays a larger role in healthcare, how will patients, providers and the healthcare industry adapt? How will your role change in telling your organization's story?

#### Learning Objectives

- Better understand the influence of social media in healthcare branding and storytelling
- Identify the role social media will play in your facility and *your* new role as "editor"
- How to respond to misinformation, comments and complaints lodged on social media

### D. Finance Matters - Option 2

*Deborah Whitley, Managing Partner, BKD, Waco, TX*

Rural hospitals are struggling financially and reimbursement issues rank among the highest priorities for both TORCH and its members. In this session we will address the most important financial topics that are impacting your bottom line, including Medicaid, DSH, 1115 Waiver, RACs and much more. Make sure to attend this session to stay informed and get all of your questions answered by the experts.

#### Learning Objectives

- Identify the key financial challenges facing rural hospitals
- Explain the financial policies that underlie these challenges
- Recognize some opportunities for financial improvement

AGENDA - DAY 2

Thursday  
April 11

Check out our poster display of hospital information  
because #ruralmatters

Thursday  
April 11

12:00 PM

## Recognition Matters

(Everyone is invited to attend the luncheon)

*Sponsored by TORCH Management Services, Inc. (TMSI)*

1:00

## CONCURRENT SESSIONS - Breakout 2

### A. Finance Matters - Option 1

*Deborah Whitley, Managing Partner, BKD, Waco, TX*

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#### Learning Objectives

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- Explain the financial policies that underlie these challenges
- Recognize some opportunities for financial improvement

### B. Legislative Law Matters

*R. Louis Bratton, Attorney, The Bratton Firm Subrogation Services, Inc., Austin, TX*

In this session you will learn best practices for revenue cycles collection of self-pay and copay/deductible balances from the third-party liability insurance. We will also discuss Legislative Law and Practical Update for Hospital Liens and third-party reimbursement claims on behalf of Hospital Self/Premium-Funded Employee Health Plans, Disability Plans, Workers' Compensation Plans, and County Indigent Healthcare/Hospital District Plans.

#### Learning Objectives

- Identify ways to improve collections of self-pay and copay/deductible balances
- Learn how to identify potential claims for third-party liability

### C. Culture Matters

*Don Bates, MBA, CEO, Golden Plains Community Hospital, Borger and Rance Ramsey, CEO, Martin County Hospital District, Stanton*

Rural communities often face challenges in maintaining an adequate health workforce, making it difficult to provide needed patient care or to meet staffing requirements for their facilities. In this session, several of our member hospitals will share some of the programs that have developed to help grow talent from within the community.

#### Learning Objectives

- Learn how to leverage community partnerships to develop home grown talent
- Discover how investing in your community is an investment in the hospital
- How successful recruitment and retention practices can minimize staff vacancies, improve quality of care and help save money

## D. Finance Matters – Option 2

*Brandon Durbin, Partner, Durbin & Company, LLP, Lubbock, TX*

Rural hospitals are struggling financially and reimbursement issues rank among the highest priorities for both TORCH and its members. In this session we will address the most important financial topics that are impacting your bottom line, including Medicaid, DSH, 1115 Waiver, RACs and much more. Make sure to attend this session to stay informed and get all of your questions answered by the experts.

### Learning Objectives

- Identify the key financial challenges facing rural hospitals
- Explain the financial policies that underlie these challenges
- Recognize some opportunities for financial improvement

2:00

## Medical Matters

*Douglas Curran, MD, President, Texas Medical Association, Austin, TX*

A full-spectrum family physician from Athens, Texas, is the president of Texas Medical Association, and he's not afraid to lean on his experience in treating rural patients or critiquing policy makers. Hear Dr. Curran share his medical perspective on current issues.

### Learning Objectives

- Identify share priorities – hospital and physician
- Recognize opportunities for 1115 Waiver renewal

3:00

## Networking Break with Exhibitors

(In Exhibit Hall)

*Sponsored by First American Healthcare Finance, TEN Med Staffing, The Christman Company and The Romans Group Healthcare Services*

3:30

## Leadership Matters: The Seven Things Great Leaders Do Differently

*Geoff Tumlin, Ph.D., President, On-Demand Leadership, Houston, TX*

From how they use their time, to how they make decisions, to how they interact with others, great leaders do a few things differently to maximize their effectiveness. In this session, learn what decades of scientific research and practice have to say about the secrets of the most successful leaders, and come away with practical ideas for immediate implementation to increase your productivity and success.

### Learning Objectives

- Understand the key best practices of great leaders
- Add immediately implementable ideas to your personal leadership toolkit
- Find and deploy concrete ways to increase the effectiveness of your organization

4:30

## Member Reception with Exhibitors

(In Exhibit Hall)

6:00-11:00

## Off-site Social Networking Event

*Sponsored by TMSI Endorsed Partners*

Friday  
April 12

**8:00 AM**

## **Member Breakfast with Exhibitors**

(In Exhibit Hall)

*Sponsored by Nicka & Associates, Inc.*

**8:30**

## **Foundation Raffle** (In Exhibit Hall)

*Sponsored by ChartSpan and ReGroup*

**9:00**

## **Quality Matters**

*Thomas Manley, MBA, CEO, TMF Health Quality Institute, Austin, TX and Russell Kohl, MD, FAAFP, Chief Medical Officer, TMF Health Quality Institute, Leawood, KS*

Bring learnings/insights from across our larger region about innovative ways that rural hospitals/practices/communities are approaching challenges.

### **Learning Objectives**

- Understand the legal, regulatory and compliance environments
- Identify risks and know resolutions
- Learn best practices regarding relevant HR issues

**10:00**

## **Legal Matters**

*Kevin Reed, JD, Partner, Shareholder and Jennifer Claymon, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC, Austin, TX*

Each year brings with it new laws, rules and regulations in healthcare. In this session, our trusted advisors will share with you the latest legal developments and cases to help you minimize risk and remain compliant at your facilities.

### **Learning Objectives**

- Identify how the current healthcare landscape and regulatory guidelines can impact existing hospital policies and procedures
- Learn ways to minimize risk at your facility

**11:00**

## **Rural Communities Matter**

*Russell Graves, Author, Photography & Filmmaker, Childress, TX*

Jump in your car for a leisurely drive and you will quickly realize just how big Texas is y'all. From the windmills of west Texas to the pine trees in the east, and all the stops in between, you will find the largest rural population of any state in the nation. As you step into these rural communities, you will find people who are intelligent, capable and live life on their own terms. In this session, you will see and hear their stories, and rediscover why rural matters.

### **Learning Objectives**

- Understand the importance of rural and the people who live in these communities
- Gain greater knowledge of rural Texas history and how that can drive the decisions and services you provide your community

## **Closing Remarks**

**12:00 PM**

## **Adjourn**