TORCH FALL CONFERENCE & TRADE SHOW
SEPTEMBER 10-12 | HYATT LOST PINES RESORT CEDAR CREEK | REGISTRATION DEADLINE – AUGUST 19

2019

REGISTER AT:
PRE-CONFERENCE EVENTS – MONDAY, SEPTEMBER 9

12:00-3:00 pm  Hospital Registration Opens
1:00-5:00 pm  Trap Shooting, Tomahawk & Archery, Rafting Trip and/or Rock Wall & Zipline

DAY 1 – TUESDAY, SEPTEMBER 10

7:00 am   Hospital Registration Opens
7:30-8:30 am  1st Annual TORCH Foundation Fun Run/Walk
9:00 am-12:00 pm Swing Bed Workshop – “Operational Strategies for Managing Your Swing Bed Program,” Rose Brungardt, MileStone Healthcare
11:00 am-3:00 pm  Vendor set up
12:00-1:00 pm  Lunch on Own or New CEO/First-time CEO Luncheon (invite only)
1:00-2:00  GENERAL SESSION – “Blaze Your Brain,” Jessica Rector, MBA, Mindset and Burnout Expert, Researcher, 8 Book Author, Blaze Your Brain: Power of Self Talk
2:00-3:00  CONCURRENT SESSIONS
3:00-4:00  CONCURRENT SESSIONS
4:00-5:00  Reception in Exhibit Hall
   Sponsored by Discovery Healthcare Consulting

DAY 2 – WEDNESDAY, SEPTEMBER 11

7:00-8:00 am  Yoga on the Lawn
8:00-9:00  Breakfast in Reception Hall
   Sponsored by Wilco Data
9:00-10:00  CONCURRENT SESSIONS
10:00-11:00 Networking Break in Exhibit Hall
   Sponsored by Rural Physicians Group
11:00 am-12:00 pm  CONCURRENT SESSIONS
12:00-1:15  Awards Luncheon
1:30-2:30  CONCURRENT SESSIONS
2:30-3:00  Networking Break in Exhibit Hall
3:00-4:00  GENERAL SESSION – “Deep in the Heart of Texas Politics,” Evan Smith, CEO and co-founder of The Texas Tribune
4:00-5:00  Reception in Exhibit Hall
6:00-11:00  Hoedown (everyone is invited)
   Sponsored by: MRG Medical and TORCH Management Services, Inc. (TMSI)

DAY 3 – THURSDAY, SEPTEMBER 12

8:00-9:00 am  Breakfast in Reception Hall
9:00-10:00  GENERAL SESSION – “How to Become A Born Leader,” Billy Riggs, Author/CEO, Billy Riggs Enterprises
10:00-11:00  GENERAL SESSION – “Legal Update,” Kevin Reed, JD, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC
11:00-11:30  Prize Drawings/Adjourn
**DAY 1 – TUESDAY, SEPTEMBER 10**

1:00-2:00 PM  
Jessica Rector, MBA, Mindset and Burnout Expert, Researcher, 8 Book Author, Blaze Your Brain: Power of Self Talk, Fort Worth, TX

“Blaze Your Brain”  
In an economy where self-doubt, worry, and stress are at an all time high, you have that voice inside your head that never quits. It’s constantly chatting saying things like, “What if it doesn’t work,” “What if I fail,” or “What will they think.” When you ask successful people what led to their success, they say 98% of it comes from your inner game. What inner game keeps you from getting more done and better results? Your thoughts dictate behavior which dictates actions. So, if you want better results, start by changing how and what you’re thinking. As an award winning former #1 sales producer for a Fortune 100 company, Jessica knows how your thoughts can either help or hurt your results. Jessica walks you through her five-step process which has helped thousands of leaders, teams, and organizations to move to the next level. You’ll be able to pinpoint these debilitating thoughts and turn them into positive action to create bigger results, better people, and a bolder organization. Get ready to stay motivated, focused, and energized, while you develop your team, decrease errors, and grow no matter the changing environment or conditions. Blaze your brain to change your thoughts, change your outcome, and ignite your power within.

**DAY 2 – WEDNESDAY, SEPTEMBER 11**

3:00-4:00 PM  
Evan Smith, CEO and co-founder of The Texas Tribune, Austin, TX

“How Deep in the Heart of Texas Politics”  
Most who covered this year’s state legislative session have described it as boring, but Evan Smith could never be described that way. As CEO of the Texas Tribune, a non-profit, non-partisan media organization in Austin, he has stamped his personality on coverage that is objective, transparent, and fun. Evan will be with us to share his perspective on the 86th, his insight regarding the political dynamics at play in Texas, and his expectations for the days ahead.

**DAY 3 – THURSDAY, SEPTEMBER 12**

9:00-10:00 AM  
Billy Riggs, Author/CEO, Billy Riggs Enterprises, Austin, TX

“How to Become A Born Leader”  
Bosses are a dime a dozen; leaders are priceless. Employees obey bosses only because they fear they will be rendered more miserable if they disobey than if they obey. Morale suffers, key people depart and productivity sags. But a genuine leader inspires team members to want to do their work. Employees follow true leaders out of respect and admiration. They work out of a sense of shared ownership of goals and passion for the fulfillment of a noble mission. Learn the keys to climbing the “Leadership Pyramid” through six distinct stages – from a man who’s been to the top of the pyramid twice – and begin the rewarding journey from mere boss to leader. Better still, you’ll learn while laughing through an entertaining and fun program.

10:00-11:00 AM  
Kevin Reed, JD, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC, Austin, TX

“Legal Update”  
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
The TORCH Fall Conference is offering a swing bed workshop for our hospital and CAH hospital members giving you three extra CA credits. CAHs with a Medicare provider agreement that includes Centers for Medicare & Medicaid Services (CMS) approval to furnish swing bed services may use their beds as needed to furnish either acute or post-hospital Skilled Nursing Facility (SNF)-level care. Rural hospitals and CAHs with swing bed approval increase Medicare patient access to post-acute SNF-level care. The statute governing Medicare payment requires a three-day qualifying stay in any hospital or CAH prior to admission to a swing bed in any hospital or CAH, or admission to a SNF. The Medicare patient’s swing-bed stay must fall within the same spell of illness as the qualifying stay. This requirement applies only to patients who are Medicare beneficiaries and seek Medicare coverage of their SNF services. The advantage of the rural swing bed program is that the patient continues to receive medical as well as skilled care and services in their home community.

This workshop gives you strategies for managing a program and answers any questions you may have in utilizing these services for your facility. Please note this session is in the morning of the first day of conference prior to the General Session on Blaze Your Brain and any breakout concurrent sessions the rest of the day. Please check in and register for the conference prior to this session and prior to the Fun Run/Walk Tuesday morning.

Tuesday, September 10
9:00 AM-12:00 PM
Swing Bed Workshop – Operational Strategies for Managing Your Swing Bed Program

Rose Brungardt, MileStone Healthcare

Understanding and utilizing a swing bed program can be a true profit center for CAHs. This session will provide up-to-date information on the Medicare Swing Bed program compliance, swing bed admission criteria, and payments for CAH swing beds.

Learning Objectives
- Be able to describe the benefits of the Medicare Swing Bed Program
- Be able to use the technical and clinical criteria for utilization of the CAH Swing Bed Program
- Be able to plan each patient's swing bed stay effectively per regulation
- Be able to define services that are included/excluded from the swing bed claim

The Speaker
Rose Brungardt
Program Development and Support Specialist, MileStone Healthcare

Rose joined MileStone Healthcare as a consultant for Inpatient Rehabilitation and Skilled Nursing product lines. With over 40 years of experience in the health care industry, Rose has functioned in multiple, diverse roles including Program Director (Inpatient Rehabilitation Unit), Manager of Medical Review Unit (Insurance Company), Assistant Professor of Nursing (Academia) and, a Director of Nursing in the Long Term Care industry. Rose received her Diploma in Nursing as well as Bachelor Degree in Nursing with Master's Degrees in both Science and Nursing. She holds certifications as a Certified Rehabilitation Registered Nurse (CRRN); Certified Case Manager (CCM); and, a Certified Resident Assessment Coordinator (RAC-CT).
## LEADERSHIP

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<td>2:00-3:00 PM</td>
<td><strong>Productive Community Engagement: Board &amp; CEO Measures of Success</strong></td>
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<td>There are many inherent challenges to the public facing nature of serving as a board member on a rural community hospital board and particularly as an elected member in a hospital district. In this session the presenter will facilitate a conversation with board members and administrators on effective strategies to help manage this role in a positive and productive manner that lead to better outcomes in patient satisfaction, community support of the hospital and building loyalty. We will cover effective channels of communication between the board, staff and community; proactive approaches to build a pipeline of community engagement and visit several case studies of hospital boards with healthy models of successful board plus community interactions. <strong>LEARNING OBJECTIVES</strong>&lt;br&gt;• Attendees will learn about the community action model to facilitate a culture of health in their community&lt;br&gt;• Review effective models of advisory panels for patient and family engagement and various opportunities for board engagement in hospital committees&lt;br&gt;• Discuss common challenges and solutions in public facing board member communication and how to hardwire internal process improvements to help board members achieve their full potential and protect the hospital from risk</td>
<td>Shirley Robinson, CAE, President/CEO, Texas Healthcare Trustees, Austin, TX</td>
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<td>3:00-4:00 PM</td>
<td><strong>Improv Leadership</strong>&lt;br&gt;Join us as we will provide hands-on experience playing games, laughing, and implementing powerful communication skills to enhance your abilities in management, innovation and in building team relationships. Drawing from the powerfully playful world of improv comedy, this session will provide a fun, interactive learning experience – with a side benefit of networking! With all the laughter from the entertaining exercises, it will be hard to tell that you are actually discovering on your feet how to work more harmoniously and efficiently, be more positive, communicate better, and inspire the people around you. <strong>LEARNING OBJECTIVES</strong>&lt;br&gt;• How to improve communication skills within all levels of the organization&lt;br&gt;• Identify characteristics to be more efficient and a positive inspiration to others</td>
<td>Shana Merlin, Founder, MerlinWorks, Austin, TX</td>
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## FINANCE/OPERATIONS

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<td>2:00-3:00 PM</td>
<td><strong>Avoiding the Year-end Cost Reporting Surprise</strong></td>
<td>Deborah Whitley, Managing Partner, BKD, Waco, TX</td>
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|               | Ever-expanding in complexity, the hospital’s cost report has far reaching impact: a mistake can result in lost revenue and adversely affect your facility’s ability to serve patients and remain sustainable. In this session, learn best practices for preparing an accurate cost report that identifies all costs and charges related to reimbursable activities – with the ultimately goal of avoiding pitfalls and unwelcome consequential financial recoupment surprises at the end of the year. **LEARNING OBJECTIVES**  
• Learn best practices (and pitfalls) for preparing an accurate cost report  
• Learn how to calculate Medicare contractual (monthly/quarterly) to enhance financial reporting accuracy  
• Learn what you can do to avoid unwelcome surprises in payment recoupment at the end of the year. |                                                                                             |
| 3:00-4:00 PM  | **Best Practice: Human Resources**                      | Jennifer Claymon, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC, Austin, TX |
|               | Jennifer Claymon (Partner at Reed + Claymon) will share case law, hospital stories, and her insight on the latest developments in labor law, privacy, compliance, licensing, and the employee manual. Whether one of these sticky issues is causing you or your HR director to lose sleep, or you’d like to extend what has been a no-drama human resources streak at your organization, this will be a can’t miss session.  **LEARNING OBJECTIVES**  
• Learn the importance of aligning company policies with federal and state employment laws  
• Identify ways to protect your company from employment liability and litigation. |                                                                                             |
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<td>2:00-3:00 PM</td>
<td><strong>Best Practices-Remote Patient Monitoring</strong></td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td>In this session learn about Remote Patient Monitoring (RPM) and how providers are leveraging this technology to collect patient health information regularly without appointments and trips to a facility. These streamlined processes allows clinicians to intervene early before patients experience life-threatening complications. RPM is emerging as a promising technology to drive down healthcare costs while maintaining a high standard of care for patients.</td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td><strong>LEARNING OBJECTIVES</strong></td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td>• Identify best practices for using RPM technologies and services in the care of chronic diseases and elderly population</td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td>• Learn how patients can benefit from the use of RPM technologies</td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td>• Understand CMS billing for expanded reimbursement for remote care services</td>
<td>Kyle Hayungs, Principle/Co-Founder, MRG Medical, Houston, TX</td>
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<td>3:00-4:00 PM</td>
<td><strong>Best Practices – Incident Response</strong></td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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<td>Don’t wait for an information security breach to happen to realize your hospital is not prepared. During an active incident, IT security staff must already have a comprehensive incident response plan in place that details roles and responsibilities, procedures and communications. Without the clarity of a tested plan, an information security breach will become worse and ultimately, more costly. In this session, we will cover the best practices on Incident Response so that if your facility is someday compromised, you have the guidance and knowledge on how to quickly react and recover.</td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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<td><strong>LEARNING OBJECTIVES</strong></td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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<td>• Learn why having an incident response plan is important</td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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<td>• Identify the top things every incident response plan should have</td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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<td>• How to responds when a security breach occurs</td>
<td>Marcus Carey, ThreatCare, Austin, TX</td>
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## Critical Conversations in Healthcare

The influence and success of healthcare leaders depends on the ability to communicate effectively amid complex and difficult situations. In this session, learn how to feel safe, empowered, and respond appropriately when critical conversations – with high stakes, high emotions and/or differences of opinions – are necessary.

**Learning Objectives**

- Learn best practices and key steps for conducting “crucial conversations” effectively
- Learn how to identify when a critical conversation is needed and ways to approach it successfully
- Learn tips and techniques for how to master your story, cultivate emotional intelligence, and move to action

## Best Practices – Award Winning Stroke Program: The Difference it can Make in Rural Texas

If northeast Texas were a state, it would rank #51 in stroke care. In 2012, Titus Regional used DSRIP project funding to hire a neurologist and implement a stroke program. Since that time, they have added tele-neurology, become a designated stroke center, achieved gold status in AHA’s Get with the Guidelines program, and even become a primary stroke center. Their door to needle times are outstanding and they have hard-wired stroke program processes through the system. Come hear Mount Pleasant’s story – success, failures, lessons learned, and plan for sustainability – and consider how it could apply in your community.

**Learning Objectives**

- Learn best practices for developing a stroke program
- Determine if establishing a stroke program is beneficial for your community
### Critical Access Hospitals (CAH)

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<td>2:00-3:00 PM</td>
<td><strong>Chargemaster and Pricing Strategy</strong>&lt;br&gt;Advancing transparency is a growing priority in healthcare. In this session, learn how the government is seeking to bolster transparency and how this impacts your chargemaster review and pricing strategy practice. Understand the basic realities in meeting what policymakers, providers and consumers expect in how healthcare is delivered and paid for in the new value health economy.&lt;br&gt;&lt;br&gt;<strong>Learning Objectives</strong>&lt;br&gt;• Understand the importance of and role in price transparency trends and regulation&lt;br&gt;• Understand the link between pricing and hospital profitability, and know how to calculate the real impact of changing prices&lt;br&gt;• Learn best practices on implementing a defensible cost-based pricing strategy</td>
<td><strong>John Behn</strong>, President, Revenue Cycle Solutions, Stroudwater Associates, Portland, ME</td>
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<td>3:00-4:00 PM</td>
<td><strong>Key Drivers of Critical Access Hospital Financial Performance</strong>&lt;br&gt;Cost-reimbursement is your antidote to and an advantage in an environment marked generally by shrinking margins, rising costs and declining payment. In this session, hear about the top five strategies/opportunities for improving CAH margins, including payments from third-party payers that do not pay based on costs. The session will explore a list of commonly overlooked, but strategic opportunities that can improve your cash flow and profitability.&lt;br&gt;&lt;br&gt;<strong>Learning Objectives</strong>&lt;br&gt;• Understand the revenue opportunities within the cost-based reimbursement, and how to balance between cost and revenue&lt;br&gt;• Learn top 5 strategies/opportunities to improve CAH margins as well as top areas of risk for CAHs&lt;br&gt;• Learn proven ways to reduce operational costs</td>
<td><strong>Deborah Whitley</strong>, Managing Partner, BKD, Waco, TX</td>
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<td>9:00-10:00 AM</td>
<td><strong>Rural Medicine – How Far We’ve Come</strong></td>
<td>Russell Thomas, DO, Eagle Lake and Mike Henderson, MD, Childress</td>
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<td>If you enjoy storytelling from rural clinicians, and find yourself asking tenured staff “what’s the craziest thing you’ve ever seen in the ER or L&amp;D?,” this is the breakout session for you. We’ve invited two of our all-time favorite country doctors – Dr. Russell Thomas of Eagle Lake and Dr. Mike Henderson of Childress – to sit down, lean on their 80 years of combined rural practice experience, and answer questions about all they’ve seen. You will enjoy hearing their perspective, but also be encouraged by just how far we’ve come and all the good work being done for patients in small Texas communities.</td>
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<td><strong>LEARNING OBJECTIVES</strong></td>
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<td>• Learn what makes rural medicine meaningful and unique to the communities they serve</td>
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<td>• Gain insights from stories that have changed lives of rural residents</td>
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<td></td>
<td>• Discover what makes rural medicine unique</td>
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<td>11:00 AM-12:00 PM</td>
<td><strong>Matagorda or Bust</strong></td>
<td>Ethan West, Rural Storyteller, Mason, TX</td>
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<td>How big of an influence your mindset has in your success. Whether success is physical, financial, and personal. If you master your mind you can achieve anything you desire.</td>
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<td><strong>LEARNING OBJECTIVES</strong></td>
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<td>• Learn how to unleash the mind to overcome limitations and challenge realities</td>
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<td>• Learn why having goals and objectives for yourself can help to improve your health or well-being of your family</td>
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<td>1:30-2:30 PM</td>
<td><strong>Minute to Win It</strong></td>
<td>Facilitated Team Building Exercises</td>
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# INFORMATION TECHNOLOGY

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<td>9:00-10:00 AM</td>
<td><strong>Best Practices – Make Your Facility 10% More Secure</strong></td>
<td>Andrew Hay, Lares, Denver, CO</td>
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|                  | What if I told you that approaching security with compassion and mindfulness could help you increase the efficacy of your organization's information security program by 10%? In addition to increasing the security of your organization, what if I also told you that a different approach to communicating security needs could make you, and your coworkers, happier at your respective jobs and personal lives? Brain scans show that acts of kindness register more like eating chocolate than, say, fulfilling an obligation. The same pleasure centers light up when we receive a gift as when we donate to charity. Neuroscientists refer to this as “the warm glow” effect. No, this isn’t a Tony Robbins or Deepak Chopra life coaching session but rather a talk about how you can wield scientific evidence to entice people to care about something important. This session will explore the benefits of approaching organizational cybersecurity through mindfulness, compassion, and neuroscience versus our traditional heavy-handed methods. Perhaps we can harness this “warm glow” effect to collaboratively make our organizations increasingly more secure.  
**LEARNING OBJECTIVES**  
• Learn how to explore the benefits of approaching organizational cybersecurity through mindfulness, compassion, and neuroscience versus our traditional heavy-handed methods  
• Discover how to harness the “warm glow” effect to improve security of our facilities  
• Identify best practices for making your facility more secure |  |
| 11:00 AM-12:00 PM| **Best Practices – How to Get Your Users to Love Your IT Department**  | Tim Irey, PC Technician/Trainer, AmericanTRIM, Dayton, OH |
|                  | Do your users get frustrated with technology? Are your employees finding it difficult to keep end users happy? In this session we will share best practices on getting your users to love your department, share survey suggestions and outcomes, and discuss ideas to help each other.  
**LEARNING OBJECTIVES**  
• Learn how an IT Communication Plan can benefit your organization  
• Discover the importance of publicizing IT wins |  |
| 1:30-2:30 PM     | **Turning the Tide – Using Criminal’s Stolen Data Against Them**        | Ted Ross, CEO and Co-Founder, SpyCloud, Austin, TX |
|                  | Cyber criminals are constantly upgrading their technology to perform more sophisticated, widespread attacks. Preventing breaches and account takeover begins with understanding how criminals operate. This presentation will guide attendees through the criminal's timeline and methods, as well as explain why existing prevention products aren’t providing the protection organizations think. More interestingly, we will demonstrate how this same data can be used to find criminals true identities! Learn how law enforcement hunts threat actors and how their tactics can be applied to corporate protection.  
**LEARNING OBJECTIVES**  
• Learn how threat actors leverage the dark web to gain access to your network and accounts  
• Learn tactics you can implement now to make your network and accounts less vulnerable |  |
## DAY 2 – CONCURRENT SESSIONS SCHEDULE

### Finance/Operations

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| 9:00-10:00 AM    | **Best Practices – Third-Party Recoveries Best Practices**<br>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**<br>• Identify ways to improve collections of self-pay and copay/deductible balances  
• Learn how to identify potential claims for third-party liability | **Louis Bratton**, Attorney, The Bratton Firm Subrogation Services, Austin |
| 11:00 AM-12:00 PM| **Don’t Go It Alone: Direct Contracting and Custom Networks Change the Game**<br>When you stop competing and start collaborating with other hospitals and employers in your region, you never have to go it alone, and your hospital can reap the benefits. Collaboration doesn’t end there. TORCH member hospitals have proven that collaboration can also extend into the community. By setting up direct contracting relationships with major employers, they are able to increase and/or protect their revenue while delivering high quality care. This can include tertiary partners that can drive down costs of your own health plan.  
**Learning Objectives**<br>• How to identify high-potential direct contracting opportunities  
• How to initiate and manage negotiations with employers  
• The key components of creating custom networks by region | **Brant Couch**, HealthSure CEO and Panelists: **Stan Self**, CEBS, Nx Health; **Jeff R. Turner**, FACHE, CEO, Moore County Hospital District |
| 1:30-2:30 PM     | **Market Overview – Strategies for Making the Most with Your Cash**<br>In this session UBS will share their firm’s outlook on where the market is, where it’s been recently, and where it’s going in the near future. We will also give an overview on alternatives for your cash: how three different types of bonds work, and how to look for a better return within the scope of your investment policy.  
**Learning Objectives**<br>• Gain knowledge on current market predictions and how that can impact your investment policy  
• Better understand the three different bond types available for investment  
• Learn best practices for maximizing your investment return in accordance with your facility’s investment policy | **Neil Short**, Senior Vice President, UBS Financial Services and **Jason Sharpe**, Financial Advisor, UBS Financial Services |
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| 9:00-10:00 AM| **Best Practices – Teamwork in Telehealth and Impacts of HB871 on Rural Hospitals**  
Thanks to advancements in technology and connectivity, the adoption of telemedicine in rural hospitals is growing. Before a patient is ever seen via telemedicine, many steps take place behind the scenes. In this session, we will explore what that teamwork looks like...from the licensure of a provider, to the push of a button, and finally to discharge of a patient...and every important step in between. Additionally, ancillary benefits that a strong telemedicine program can bring to a hospital and its patients will be outlined.  
This session also discusses Texas HB 871, a telemedicine bill that was passed in this most recent legislative session. This legislation is very favorable, and provides rural hospitals with greater flexibility in staffing and sustainability. An overview of that legislation, and how rural hospitals can capitalize on its benefits, will also be covered.  
**LEARNING OBJECTIVES**  
• Identify how telemedicine creatively addresses challenges facing rural health care, including workforce shortages, clinician burnout and declining access to specialty care  
• Explain the importance and impact of hub and spoke team member collaboration to the success of a telemedicine program  
• Outline how trauma regulations are changed as a result of Texas HB-871’s passage | **John Parks** and **Kelly Rhone, MD**, Avera eCare, Sioux Falls, SD |
| 11:00 AM-12:00 PM | **Best Practices – Advanced Care Planning**  
This session is designed to explore when to have Advance Care Planning (ACP) discussions, clinician comfort levels with such discussions, and best approaches to those discussions. We will explore how these discussions help patients to frame Advance Directives. This session will also focus on Advance Care Planning codes and how/when to utilize them, as well as billing and reimbursement for Advance Care Planning conversations.  
**LEARNING OBJECTIVES**  
• Understand the importance of having ACP discussions with your patients  
• Learn best practices for ACP billing and reimbursement | **Rose Brungardt**, MileStone Healthcare, Richardson, TX; **Robert Friedman, MD**, Hospice Austin, Austin, TX |
| 1:30-2:30 PM | **You’ve Got a Story to Tell**  
Every person in your hospital, no matter whether they are a patient, family member, physician, or colleague, has an amazing story to tell. Learn how to honor those around you and grow the awareness of your services through compelling storytelling. We will focus on using Facebook and Instagram to better connect with your team and your community.  
**LEARNING OBJECTIVES**  
• Better understand the influence of social media in healthcare branding and storytelling  
• Learn how to leverage patient experiences to bring awareness of your service offerings | **Jeff Atwood**, Executive Director – Hope Smiles  
Founder/Creator at Need to Know, Author, Speaker, Brentwood, TN |
# Day 2 – Concurrent Sessions Schedule

## Critical Access Hospitals (CAH)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00-10:00 AM</td>
<td><strong>Data and Technical Assistance for Rural Hospitals</strong>&lt;br&gt;TORCH and the State Office of Rural Health (SORH) is teaming up to help rural hospitals. In this session, learn about resources and tools through to help CAHs and rural hospitals access and use data to monitor performance and identify strategic opportunities for improvement. Additionally, hear about support and collaboration opportunities through the SORH, as well as the development of a regionalization framework to optimize provider engagement and technical assistance. <strong>Learning Objectives</strong>&lt;br&gt;- Learn about TORCH’s work with CAHs on data analytics, including market data and outmigration analysis&lt;br&gt;- Learn about a new online portal to track, benchmark and compare performance&lt;br&gt;- Learn about resources and technical assistance opportunity through the State Office of Rural Health</td>
<td><strong>Peter Yu, Ph.D.,</strong> Texas A&amp;M School of Law, College Station, TX; <strong>Trent Engledow,</strong> State Office Director, SORH, Austin, TX; <strong>Lee Anne Denney,</strong> CEO, Lucky Dog Analytics, LLC, Granbury, TX</td>
</tr>
<tr>
<td>11:00 AM-12:00 PM</td>
<td><strong>The Supplemental Advantage</strong>&lt;br&gt;Hospital supplemental payment programs have had a tremendous financial impact on many rural providers. From DSH to UC and DSRIP to other burden alleviation models, the supplemental payment landscape is changing. In this session, learn about current – and future – opportunities to maximize the supplemental programs to support essential healthcare services for your community. Attend to learn how rural hospitals can best take advantage of these opportunities and while preparing for future changes. <strong>Learning Objectives</strong>&lt;br&gt;- Hear about possible viable methods of finance that may help support essential healthcare services&lt;br&gt;- Learn about Texas’ (including the recent Legislature’s) response to the supplemental program challenge&lt;br&gt;- Hear the latest on HHSC’s plan for transformation beyond the 1115 Waiver</td>
<td><strong>Brandon Durbin,</strong> Partner, Durbin &amp; Company, Lubbock, TX</td>
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<tr>
<td>1:30-2:30 PM</td>
<td><strong>340-B: Current Issues and Strategies Impacting Hospital Finance and Operations</strong>&lt;br&gt;The 340B Drug Discount Program has benefited qualified healthcare organizations serving vulnerable patient populations. As policymakers weigh changes to this program, there’s controversy and debate over how stakeholders are benefiting from the program. Attend this session to learn about what have been the key drivers of recent proposed changes and how these might impact your organization financially and operationally in the future. <strong>Learning Objectives</strong>&lt;br&gt;- Hear the latest issues and policy development on the 340B Drug Discount Program&lt;br&gt;- Understand the benefits and limitations of the 340B Drug Discount Program&lt;br&gt;- Learn how to optimize value of the 340B program apply the recommended audit procedures to ensure ongoing compliance</td>
<td><strong>Lisa Scholz,</strong> Sentry Data Systems, Deerfield Beach, FL</td>
</tr>
</tbody>
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CONTINUING EDUCATION CREDIT

A certificate of attendance is available for participants, which can be used to claim CE credits from professional associations and state licensing boards. This program specifically provides:

1. A total of 12 hours of CE units for CPAs are available from the Texas State Board of Public Accountancy: sponsor #04763. No preparation required.

2. TORCH is authorized to award 12 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.
TUESDAY, SEPTEMBER 10

7:00 AM
Hospital Registration Opens

7:30-8:30 AM
1st Annual TORCH Foundation Fun Run/Walk

9:00 AM-12:00 PM
SWING BED WORKSHOP – “Operational Strategies for Managing Your Swing Bed Program,” Rose Brungardt, MileStone Healthcare

11:00 AM-3:00 PM
VENDOR SET UP

12:00-1:00 PM
Lunch on Own or New CEO/First-time CEO Luncheon (invite only)

1:00-2:00
GENERAL SESSION – “Blaze Your Brain,” Jessica Rector, MBA, Mindset and Burnout Expert, Researcher, 8 Book Author, Blaze Your Brain: Power of Self Talk

2:00-3:00
CONCURRENT SESSIONS

3:00-4:00
CONCURRENT SESSIONS

4:00-5:00
Reception in Exhibit Hall
Sponsored by Discovery Healthcare Consulting
WEDNESDAY, SEPTEMBER 11

7:00-8:00 AM
Yoga on the Lawn
*Sponsored by TEN MED Staffing*

8:00-9:00
Breakfast in Reception Hall
*Sponsored by Wilco Data*

9:00-10:00
**CONCURRENT SESSIONS**

10:00-11:00
Networking Break in Exhibit Hall
*Sponsored by Rural Physicians Group*

11:00 AM-12:00 PM
**CONCURRENT SESSIONS**

12:00-1:15 PM
Awards Luncheon

1:30-2:30
**CONCURRENT SESSIONS**

2:30-3:00
Networking Break in Exhibit Hall

3:00-4:00
**GENERAL SESSION** – “Deep in the Heart of Texas Politics,” *Evan Smith, CEO and co-founder of The Texas Tribune*

4:00-5:00
Reception in Exhibit Hall

6:00-11:00
Hoedown (*everyone is invited*)
*Sponsored by MRG Medical and TORCH Management Services, Inc. (TMSI)*
THURSDAY, SEPTEMBER 12

8:00-9:00 AM
Breakfast in Reception Hall

9:00-10:00
GENERAL SESSION – “How to Become A Born Leader,” Billy Riggs, Author/CEO, Billy Riggs Enterprises

10:00-11:00
GENERAL SESSION – “Legal Update,” Kevin Reed, JD, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC

11:00-11:30
Prize Drawings/Adjourn