



RURAL MATTERS

2019 TORCH Annual Conference & Trade Show

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



Wednesday
April 10

11:00

New CEO/First Time 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

Rural Hospitals Matter

Christopher Collins, Investigative Journalist, Texas Observer, Austin, 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

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.

How to Pass a Hospital District When Your County Hates Taxes

Adam Willman, 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

AGENDA - DAY 1

**Wednesday
April 10**

Thursday
April 11

8:00 AM

Member Breakfast with Exhibitors

(In Exhibit Hall)

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*

10:30

Networking Break with Exhibitors

(In Exhibit Hall)

11:00

CONCURRENT SESSIONS - Breakout 1

A. Finance Matters - Option 1

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

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.

C. Social Media Matters

Speaker TBD

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?

Learning Objectives

- Identify what role social media will play in your facility
- How to respond to misinformation and complaints lodged on social media
- Recognize when to respond to social media comments

D. Finance Matters - Option 2

Deborah Whitley, Managing Partner, BKD, Waco, TX

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

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.

C. Technology Matters

D. Finance Matters - Option 2

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

2:00

Medical Matters

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

A perspective from TMA and a country doctor.

3:00

Networking Break with Exhibitors

(In Exhibit Hall)

3:30

Leadership Matters

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

4:30

Member Reception with Exhibitors

(In Exhibit Hall)

6:00-11:00

Offsite Social Networking Event

AGENDA - DAY 2

**Thursday
April 11**

Friday
April 12

8:00 AM

Member Breakfast with Exhibitors

(In Exhibit Hall)

8:30

Foundation Raffle (In Exhibit Hall)

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.

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