

**Mid-South CAH Conference  
August 14-15, 2008  
Grand Casino Resort  
Tunica, Mississippi**



**OVERVIEW**

The purpose of the 2008 Mid-South Critical Access Hospital Conference is to provide an opportunity for CAHs, Flex programs, and state hospital associations in the southern region of the United States to gain insight from national industry leaders and to share information, ideas, and experiences.

**AGENDA**

**Thursday, August 14<sup>th</sup>**

9:00 a.m. Conference Registration

10:00 – 10:45 am Welcome & Introductions

10:45-12:00 pm ***Sustaining Leaders and their Organizations through Times of Chaos and Change***  
Stephen Byrum, CEO, Byrum Consulting Group

Change is inevitable. It will not go away. How we handle it is obviously the key. This presentation will explore three primary options for dealing with change. The presentation will focus on very little theory and a great deal of concrete application. If it works, it may even be a little entertaining.

12:00-1:15 pm Lunch (provided)

1:15-3:00 pm ***Making the 5Million Lives Campaign Real in the CAH Setting***  
Kathy Duncan, RN, Institute for Healthcare Improvement (IHI)

The 5 Million Lives Campaign works with thousands of hospitals in every state to address 12 specific interventions for quality improvement. Mrs. Duncan will put this work into context for a CAH setting by sharing best practices and examples from around the country.

3:00-3:30 pm Break

3:30-4:30 pm ***CAH Environmental Overview and Federal Update***  
John Supplitt, Senior Director, Rural Health, American Hospital Association

4:30 pm ***Rural Hospital Performance Improvement Program (RHPI) Update***  
Bethany Adams, Program Manager, RHPI

5:00-6:00 pm Reception

## **Friday, August 15<sup>th</sup>**

7:00-8:00 am Breakfast

8:00-9:30 am ***Attributes of Successful Critical Access Hospitals – Part 1***  
Eric Shell, CPA, MBA, Principle, Stroudwater Associates

Mr. Shell will focus on the attributes of successful Critical Access Hospitals he has encountered across the United States. Presentation topics will include focusing on inpatient and outpatient volume, understanding rural hospital economics, knowing your market services area, effective organizational design, medical staff issues, physician practice management, information technology and many others. This will be an excellent opportunity to network among your peers at Critical Access Hospital across the state of Tennessee.

9:30-9:45 am Break

9:45-11:00 am ***Attributes of Successful Critical Access Hospitals – Part 2***  
Eric Shell and CAH Hospital Panel

11:00-11:45 am ***Making Your Life Count***  
Jack McCall, CSP

In a world where the rules seem to be constantly changing, it is easy to get caught up in the speed of life. We seem to be overwhelmed with emerging technologies, changing populations, and jam-packed schedules. Through the perplexity of it all, one of life's great questions will invariably rise to the surface: How can I make my life count?

In this presentation, Jack will share ideas and insights on what it takes to live a life of impact. Participants will laugh and learn as Jack shares a step by step game plan on how to make your life really count.

Noon Meeting Adjournment

### **WHO SHOULD ATTEND**

The 2008 Mid-South Critical Access Hospital Conference will provide opportunities to CAH CEOs, CFOs, clinical staff, board members, Flex program staff, state hospital associations and other health care leaders to share information and best practices with their peers. The conference will also provide an opportunity for participants to learn about the latest initiatives in rural hospital quality, performance improvement and leadership, as well as Flex programs and Critical Access Hospital success stories.

### **SPEAKERS**

#### **Stephen Byrum**

C. Stephen Byrum is the Primary Consultant for Q2HR and also is the Chief Executive Officer of the Byrum Consulting Group. He has been active in consulting work in business and industry for almost thirty years, and has developed a reputation for helping organizations understand their managerial and employee interactions and create "better" work environments. His work presently involves him with organizations within several states. His work in value inquiry and its application to the modern workplace is often featured at regional and national conferences.

Byrum did his undergraduate work at the University of Richmond and Maryville College, and received a Bachelor of Arts Degree from Tennessee Wesleyan College in 1965 (receiving the Distinguished Alumnus of the Year Award in 1993). He holds a Master of Divinity Degree from Southern Seminary (he is an ordained Elder in the United Methodist Church), and the Master of Arts and Doctorate of Philosophy from the University of Tennessee, Knoxville. While at UTK, he studied with Robert S. Hartman and did both his master's thesis and doctoral dissertation on Hartman's work. He has done post-graduate work at Princeton University, Vanderbilt University, and Spellman College.

### **Eric Shell**

Mr. Shell has over 18 years experience in healthcare financial management and consulting. Since joining the firm in October 1997, his areas of responsibility have been assisting rural hospitals, rural health clinics, and physician group practices improve financial and operational performance, developing strategic and operational plans and preparing master facility plans for rural hospitals.

Eric is often a featured speaker at state hospital association, state office of rural health, and rural health association conferences on CAH financial and reimbursement issues and rural hospital performance improvement. He has worked with the Department of Housing and Urban Development to implement a financing vehicle that enables rural hospitals access to capital markets and assisted in the development of a national program for rural hospital performance improvement and performance measurement as well as a new clinic designation that would enable frontier clinics to treat patients that require extended stays. Eric serves on the National Rural Health Association's Rural Health Policy Board.

### **Jack McCall, CSP**

Jack McCall helps businesses and individuals perform more effectively in a world marked by constant pressure and accelerated change. His insights are penetrating and his style is refreshingly entertaining. Jack's skill for getting to the heart of the matter is uncanny. His humor is crisp and clean and he never creates laughter at the expense of his audience.

When it comes to driving change, Jack delivers by: sharing strategies for breaking through the barriers that hold us back; showing audiences how to tap their truest sources of motivation; introducing audiences to the powerful concept of "mental re-positioning" shedding light on the power generated by drawing on one's life's equity; creating laughter and sharing fresh insights through storytelling.

### **Kathy Duncan, RN**

Kathy Duncan, RN, is the Faculty Expert for the Rapid Response Team and pressure ulcers interventions of the Institute for Healthcare Improvement's 5 Million Lives Campaign. She has served in a variety of staff and management positions, most recently as Director of Critical Care. In this role, she led a critical care initiative to decrease mortality and morbidity in the ICU, and another initiative to develop and implement a Rapid Response Team. Ms. Duncan has extensive experience in the development of Rapid Response Teams as well as the spread of this initiative through hospital systems.

### **Bethany Adams**

Bethany Adams has served as the Program Manager for the Rural Hospital Performance Improvement program. Bethany previously worked with the Kentucky State Office of Rural Health. While there she was the Assistant Director for the Kentucky Rural Health Works Program and assisted rural hospital administrators by providing decision making information and technical assistance regarding service lines needs. She was the Program Coordinator for the development and implementation of the Flex Program. Bethany attained a Masters in Health Administration from the University of Kentucky's Martin School of Public Policy and Administration, and is board certified in healthcare management with American College of Healthcare Executives (ACHE). She is certified as a Medical Technologist through the American Society of Clinical Pathologist (ASCP), and is licensed in all areas of the clinical laboratory. Bethany has five years experience in rural health care management, seven years of clinical laboratory experience, and four years in biomedical research.

## HOTEL INFORMATION



### **GRAND CASINO RESORT**

**13615 Old Highway 61 N  
Tunica Resorts, MS 38664  
800.946.4946**

**Room Rate: \$49 single/double**

**Hotel Reservation Cut-off Date:  
Monday, July 14, 2008**

**Refer to: Tennessee Hospital  
Association**

Check in time: 4:00 pm    Check out: 11:00 am

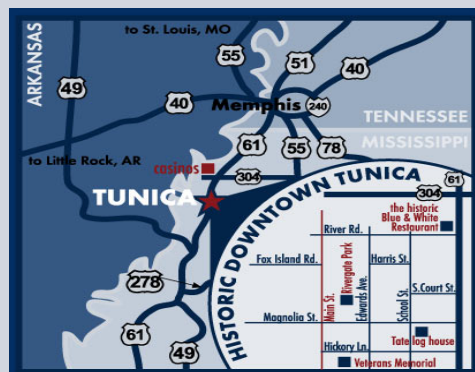
Grand Casino Tunica is the largest gaming resort between Las Vegas and Atlantic City. This complete resort offers: three luxurious hotels; a world class Convention Center; state-of-the-art event and entertainment center; expansive RV resort; Bellissimo, a full-service spa and salon; the Links at Cottonwoods, an 18-hole Hale Irwin-designed golf course; Willows Sporting Clays and Hunting Center; indoor and outdoor pools; tennis courts; seven great Grand Casino restaurants; a full-service business center, and more.

## INTRODUCING TUNICA'S HISTORIC DOWNTOWN



While visiting the world-class casino resorts, be sure to take time to visit the Town of Tunica. Located just 10 miles south of the casino resort area, Historic Downtown Tunica is a vibrant area that combines old southern charm with the amenities of a modern community. Unique shops, pickle factory, large antique selections, picturesque park and the Veterans Memorial make the trip south worth your while.

Recently named a Mississippi Main Street Community, a downtown revitalization effort has made Tunica an exciting shopping location. Visit Main Street Tunica soon and **discover** the "Other Side of Tunica".



## REGISTRATION INFORMATION

**Fee: COMPLIMENTARY**

**Registration Deadline: Friday, August 1, 2008**

## GENERAL INFORMATION

- Registrants unable to attend may send an alternate
- Do you have special needs that we can address to make your participation more meaningful? Please contact the education division at THA 1/800-258-9541.
- Dress is business casual.

## COMFORT LEVEL

Although every effort is made to have a comfortable temperature in the meeting room, we realize that everyone's comfort level is different. Please bring a jacket in case the room is too cool for your comfort.

## CONTINUING EDUCATION CREDIT

THA is authorized to award 9 hours of pre-approved Category II (Non-ACHE) continuing education credit for this program towards advancement, recertification, or reappointment in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward Category II credit should list their attendance when making application to the ACHE for advancements, recertification or reappointment.

THA has **applied** for nursing home credit through the National Association of Boards of Examiners of Long Term Care Administrators (NAB) for acceptance of this program. You must sign in each morning and complete the proper forms for nursing home credit to be issued if approved.

*Take Me Away to*  
**TUNICA**



## REGISTRATION FORM

**15th Mid-South CAH Conference  
August 14-15, 2008  
Grand Casino, Tunica MS**

**Registration Fee: COMPLIMENTARY**  
(Everyone must complete a registration form.)

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

**(All confirmations to be emailed)**

### **FAX REGISTRATION**

To register by fax, send your completed registration form to (615)742-3753

or

**MAIL** to Mid-South CAH Conference c/o THERF, 500 Interstate Blvd. South, Nashville, TN 37210

**Registration Deadline: Friday, August 1, 2008**

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**THERF use only: 4520-05-20-41**