2012 FRHA Annual Rural Health Educational Summit

“Rural Florida’s Shifting Landscape: Politics, Economics, Health”

Safety Harbor Hotel & Spa in Safety Harbor, FL
November 14-15, 2012

### Conference Agenda Update

**Wednesday, November 14, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>1 PM</td>
<td>Statewide Rural Hospitals and Rural Health Networks meet</td>
</tr>
<tr>
<td>2 PM</td>
<td>Registration Open</td>
</tr>
<tr>
<td>3 PM</td>
<td>Vendor Setup</td>
</tr>
<tr>
<td>6:00 PM</td>
<td>Networking Reception</td>
</tr>
</tbody>
</table>

**Thursday, November 15, 2012**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:30 AM</td>
<td>Registration and Full Breakfast</td>
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<tr>
<td>8:30 AM</td>
<td>Welcome and Opening Remarks by Florida Rural Health Association President Sharon Schmidt</td>
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</table>

### Conference Registration

Register before October 18, 2012 to save $15.00 on the full conference fee. Every registrant will also receive a 1 year complimentary FRHA membership. To register online, [Click here](#).

### Conference Scholarships

FRHA has limited scholarship funds available for students who want to attend the 19th Annual Rural Health Conference. Scholarships will be awarded toward registration and hotel...
8:30 AM – 10 AM - Keynote Presenter:

*Building A Culture of Healthcare Excellence*

10 AM – 10:30 AM Break with Vendors

10:30 AM – 11:30 AM Keynote Presenter:

Maggie Elehwany – National Rural Health Association Vice President for Government Affairs and Policy

*What’s Up at the National Level: Impacts of the recent elections and Supreme Court decision on Health Care?*

11:30 AM – 12:30 AM – Champions in Rural Health Awards Luncheon

- Keynote Luncheon and presentation of awards:
  
  Kim Barnhill, Chief of Staff, DOH
  
  - Wendell Rollason Award
  - Rural Physician of the Year Award
  - Posters

12:30 PM -1:30 PM Breakout Session:

1. *Creating a Virtual Rural Health Day* – Michael Winn, Chief Digital Officer, Digital Opps

and Maggie Elehwany, VP for Government Affairs and Policy, NRHA

expenses to attend the 2012 Annual FRHA Educational Summit. For more information or to get a copy of the scholarship application. [Click Here](#)

Sponsor & Exhibitor Opportunities

The Florida Rural Health Association invites you to participate in our 19th Annual Rural Health Educational Summit scheduled on November 14-15, 2012 at Safety Harbor Resort and Spa. As a supporter, your participation provides attendees with important information about your products and services to support rural health and rural health safety net providers. Sponsors will receive premier exhibit space at the conference and many promotional opportunities. Space is limited and filling up fast. For more information and the [Sponsor and Exhibitor Packet](#)

Hotel Information
2. *Multi-Generations in Workplace* – Chris Haywood, Marketing Specialist Wellness USF, Tampa

1:30 PM -1:50 PM  Break with Vendors

1:50 PM -2:50 PM - Plenary Presentations:

1. *Rural Florida and the BP Settlement* –
   Matthew M. Villmer Attorney at Law

2. *Understanding and Using Health IT: Stage 2 Compliance* –
   Kendra Siler-Marsiglio, PH.D, Director of Rural Health Partnership & Co-Chair of CommunityHealth IT

   Dr. Willis, Practicing MD, CMIO, CommunityHealth IT

   Safety Harbor Resort and Spa on Tampa Bay
   105 North Bayshore Drive Safety Harbor, FL 32695
   Reservations
   Contact: 714-520-5005

   FRHA has reserved a limited number of rooms at reserved at a discounted rate good for 3 days prior and 3 days after the meeting. Reserve your room now for only $119. Please reference FRHA for group rate. If you are a government employee, your state rate will apply.

   To reserve your room please call 727-726-1161.

   Reservations must be made by Friday, October 19, 2012 or before the group rooms are sold out, so do not delay. Prevailing rates may apply after this date or when the group rooms are sold out, whichever occurs first. Rooms are subject to availability.

   Thank you to our sponsors thus far:
3. Impacts for Rural Hospitals and Health Care – Rich Rasmussen, Vice President for Member Relations, Florida Hospital Association

2:50 PM – 3:30 PM Plenary Presentations:

1. Rural South Public Health Training Center – Shalewa Noel-Thomas, PH.D, Program Coordinator, UF

Center for Leadership in Public Health Practice – Dave Rogoff, MHA, BSIE, Director, UFS

2. North Florida Rural Healthcare Workforce Development Network – Philip Wilkerson, MPA, Executive Director, North Florida Rural Healthcare Workforce Development Network
3:30 PM – 4 PM Break with Vendors

3:45 PM – 5:30 PM FRHA Annual Meeting

- Call to Order
- Year in Review
- Committee Reports
- Election of New Board Members by FHRA voting members
- New Board meets to:
  - Elect officers
  - Assign Committees
  - Set next 2 board meetings