



MISSISSIPPI
RURAL HEALTH
ASSOCIATION



MISSISSIPPI RURAL HEALTH CONFERENCE 2021

November 18-19, 2021 | Jackson, MS



DAY ONE

Thursday, November 18, 2021

Main Conference

11:00 AM ● Coffee with Vendors

Noon ● Welcome

Annual Business Meeting & Awards Banquet

1:00 PM ● Networking Break / Vendor Discovery

1:30 PM ● Session 1

Strategies for Marketing Your Hospital in Your Community

Barbara C. Carey, The Communication Institute

2:15 PM ● Networking Break / Vendor Discovery

2:30 PM ● Session 2

National Rural Health Update

Brock Slabach, National Rural Health Association

3:15 PM ● Network Break / Vendor Discovery

3:30PM ● Session 3

The Future of 340b

LeeAnn Sheer, PharmD, Magnolia Medical Center

4:00 PM ● Networking Break / Vendor Discovery

4:15 PM ● Addressing the Nursing Crisis

Lanelle Weems, Mississippi Hospital Association Foundation


Teresa Malone, Mississippi Nurses Association

Phyllis Johnson, Mississippi State Board of Nursing

5:00 PM ● Adjourn Day 1

DAY TWO

Friday, November 18, 2021

- 
- 8:00 AM** ● **Delta Region Community Health Systems Development (DRCHSD) Program: MS Success Stories and Funding Opportunities**
- Bethany Adams, MHA, FACHE, MT(ASCP), National Rural Health Resource Center
- Shannon Norman, National Rural Health Resource Center
- 8:45 AM** ● **Networking Break**
- 9:00 AM** ● **Older Adults and The Mental Health Impact of COVID-19**
- Joey Gatewood, LCSW, Transitions Behavioral Health, LLC
- 9:30 AM** ● **Networking Break**

**9:45 AM ● Hot Topics in Healthcare
Panel Discussion**

**Mississippi Rural Physician Scholarship Program poster awards
presented**

10:30 AM ● Final Networking Break

**10:45 AM ● Mississippi Medicaid Update - RHC Rate Freeze and
Telehealth Expansion**
Jennifer Grant, Mississippi Division of Medicaid

11:30 AM ● The Roadmap for Broadband in Mississippi

Noon ● Adjourn Day 2

SPEAKERS



Barbara C. Carey

President, The Communication Institute

Barbara is an exciting presenter and communicator. She believes that effective communication must be interesting and informative. Barbara has 30 years of experience in complex communication, marketing and healthcare issues. She has pioneered a successful blueprint for winning hospital tax campaigns, coached leadership teams to be more effective and helped hospitals increase their revenue. Barbara has an MBA from Tulane and an MA in Speech from Louisiana State University. She leads a team of top professionals at TCI (www.tciconsults.com). She is a native of Louisiana and lives in Baton Rouge with her husband, Alan. She was the International President of her service organization and has served on multiple community boards. She was previously Vice President of Corporate Communications for Amedisys, Inc. (AMED), a publicly traded home health company.



Brock Slabach

MPH, FACHE

Brock Slabach currently serves as the Senior Vice-President of Member Services for the National Rural Health Association (NRHA), a membership organization with over 21,000 members nationwide. Mr. Slabach has over 28 years of experience in administration of rural hospitals. From 1987 to 2007, he was the administrator of the Field Memorial Community Hospital in Centreville, Mississippi. He earned his Bachelor of Science from Oklahoma Baptist University and his Master of Public Health in Health Administration from the University of Oklahoma.



LeeAnn Scheer

PharmD, MBA-HCA, 340B ACE

Dr. LeeAnn Scheer PharmD, MBA-HCA, 340B ACE has spent over 15 years immersed in the world of 340B. She is a regional and national speaker for 340B Health, as well as sitting on their government advocacy board. LeeAnn is the chair of the Arkansas RHAA legislative panel, as well as an expert witness within 340B nationally. She is the Chief Operating Officer at Magnolia Regional Medical Center, managing their 340B program, as well as several other programs nation-wide. Her passion lies in the creation and optimization of compliant 340B programs nationwide, allowing non-profit hospitals to be able to serve their communities to their full potential.



LaNelle Weems

**LaNelle Weems MSN, RN
Director, MS Center for Quality and Workforce**

LaNelle Weems has over 38 years' experience in nursing with 30 years in management and executive nursing administration. She received her Bachelor of Science in Nursing in 1983 and a Master's in Executive Nursing from the University of Mississippi in 2002. Since 2015, Mrs. Weems has served as the Executive Director of the Mississippi Center for Quality and Workforce within the Mississippi Hospital Association Health, Research and Educational Foundation where she leads multiple projects and initiatives including nursing workforce demand data in Mississippi (MS) hospitals and Long Term Care Facilities, the MS Summer Student Nurse Externship Program and administration of an online clinical placement system for the nursing education and clinical partners in MS.

She served as a Project Director with the Mississippi Office of Nursing Workforce from 2004-2015. Mrs. Weems has contributed to the writing and directing of multiple grants from federal and state entities and local foundations. She currently serves as a Director for Mississippi hospitals participating in the Iowa Health Collaborative, Hospital Quality Improvement Contractor (HQIC), COMPASS Network and the Director for the HRSA Rural Communities Opioid Response-Implementation grant. Mrs. Weems currently serves as Board Member of the Mississippi Rural Health Association and serves on numerous schools of nursing advisory committees. She also serves on the Mississippi State Department of Health's Genetic Advisory Committee and the Hospital Acquired Infections Committee.

Teresa Malone

CEO, Mississippi Nurses Association



Teresa Malone is the chief executive officer of the Mississippi Nurses Association. She is the liaison with the MNA Board and is responsible for carrying out the goals and objectives of the association, for management of the organization, and for representing the association with other organizations, public officials, the media, and the public. She is responsible for hiring and managing a staff to carry out the work of the association.

Phyllis Johnson

CEO/Executive Director - Mississippi Board of Nursing



Phyllis Polk Johnson is the CEO/Executive Director of the Mississippi Board of Nursing. She brings 40 years of experience in nursing and health care leadership to her role. Board certified as a Family Nurse Practitioner, she has held numerous clinical and managerial responsibilities. Located in Ridgeland, Mississippi, the Board of Nursing was recently selected by the Mississippi Business Journal as one of the 2021 "Best Places to Work in Mississippi." Phyllis was recently elected as the President-elect of the National Council of State Boards of Nursing (NCSBN) and received the Madison County Economic Development Authority 2021 Visionary Leadership Award in October, 2021. She received her BSN (Cum Laude) and MSN degrees from the Mississippi University for Women, Columbus, Mississippi. Additional studies were completed at Jackson State University where she received her MS degree in Biology with an emphasis in Genetics and Molecular Biology. A lifelong learner, Phyllis is currently pursuing her Doctorate

of Nursing Practice with an expected completion date of Spring 2022. Phyllis is a member of several professional organizations, and currently serves on the Board of Directors of the National Council of State Boards of Nursing (NCSBN), the American Red Cross Mississippi Region Southwest Chapter, the Madison County Business League & Foundation, and the Mississippi University for Women Foundation. In July 2018, she was selected as one of the 50 Leading Business Women in the state of Mississippi by the Mississippi Business Journal. This culminated in her being selected as the 2019 Mississippi Business Journal Business Woman of the Year in February 2019. Appointed to the Governor's Opioid and Heroin Drug Task Force in December 2016, Phyllis has been instrumental in developing rules and regulations at the Board pertaining to the prescribing practices of Advanced Practice Nurses. Other appointments include the Governor's COVID-19 Advisory Board, the NCSBN Nurse Licensure Compact Executive Committee, the Jackson State University COVID-19 Advisory Board, the Mississippi Board of Medical Licensure's Advisory Committee for Physician Assistants and the Advisory Committee for the Project Change Initiative of My Brother's Keeper. In 2013, Phyllis retired from the United States Navy Reserves at the rank of Commander. She is a proud member of Delta Sigma Theta Sorority, Inc., where she is active in the Jackson Mississippi Alumnae Chapter.

Bethany Adams

FACHE, MT(ASCP)

Program Director - National Rural Health Resource Center



Bethany joined The National Rural Health Resource Center (The Center) in 2012 and brings over fifteen years of experience in health care with seven years in the clinical laboratory. Since October 2017, Bethany serves as Program Director for The Center's Delta Region Community Health Systems Development Program and the Small Rural Hospital Transition Project. As a Center Director, she also oversees evaluation processes to include the return on community investment for The Center's programs.

Previously, Bethany managed the Rural Hospital Performance Improvement Project for seven years with The Center. Before joining The Center, Bethany served as the Assistant Program Manager for the Kentucky Rural Health Works Program where she assisted Kentucky

rural hospitals and counties with community health needs assessments and planning, and provided leaders with economic impact analysis of local health care services. Prior to that, she served as a Program Coordinator with the Kentucky State

Office of Rural Health where she assisted with the development and implementation of the Kentucky Rural Hospital Flexibility Program to support rural hospitals with technical assistance and conversion to critical access hospitals. Bethany is board-certified in health care management and is a Fellow with the American College of Healthcare Executives (FACHE).

She attained a Master of Health Administration from the University of Kentucky, and holds Bachelor of Health Science in Clinical Laboratory Science and a Bachelor of Science in Biology. Bethany is certified as a Medical Technologist through the American Society of Clinical Pathologists and holds a current Florida license in clinical laboratory.

Shannon Norman

Senior Program Specialist and Team Lead National Rural Health Resource Center



Shannon Norman is a member of the National Rural Health Resource Center's Delta Region Community Health Systems Development Program. She leads consultation technical assistance targeting financial, operational, and quality improvement to assist rural health care organizations in transitioning to value-based care and positioning for population health. Prior to working with the Delta Program, Shannon provided technical assistance to the 45 state Medicare Rural Hospital Flexibility Program grantees as well as the Small Rural Hospital Transitions Project. Before joining The Center, Shannon

worked in academia leading recruitment and outreach for the University of Minnesota Doctor of Pharmacy Program. Shannon is an active member of the American College of Healthcare Executives. She is pursuing her MHA from Capella University in Minneapolis, Minnesota and holds a Bachelor of Business Administration in finance and organizational management from the University of Minnesota in Duluth, Minnesota.

Joey Gatewood

LCSW



Joey Gatewood currently serves as a therapist for Transitions Behavioral Health, Intensive Outpatient Program, a division of Lackey Memorial Hospital. In previous years, Mr. Gatewood worked as a psychiatric social worker at St. Dominic Hospital, University of Mississippi Medical Center, and Ellisville State School.

He received his M.S.W. from The University of Southern Mississippi and B.A. in Psychology from Mississippi College. Mr. Gatewood is a husband, father, grandfather. He retired in 2016 and went back to work 6 months later.

Jennifer Grant

Office Director II | Medical Services
Mississippi Division of Medicaid



Jennifer Grant is an Office Director at the Mississippi Division of Medicaid (DOM) in the Office of Medical Services.

Mrs. Grant began her employment with DOM in June of 2008. The Office of Medical Services is responsible for many medical programs, contracts, and waivers, including but not limited to:

Dental and Orthodontia, Durable Medical Equipment, Early and Periodic, Screening, Diagnostic, and Treatment (EPSDT) services, Federally Qualified Health Centers (FQHCs)/Rural Health Clinics (RHCs), Home Health, Laboratory, Physician Services, Preventive Health Services, Private Duty Nursing (PDN), Radiology, Speech/Physical/Occupational Therapies, Telemedicine, Vaccines for Children (VFC), Family Planning Waiver (FPW), and Healthier Mississippi Waiver (HMW). Additionally, the Office oversees the Utilization Management and Quality Improvement Organization (UM/QIO) contract for DOM, as well as the Non-Emergency Transportation (NET) Broker contract.

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2022 Rural Health Clinic Conference

May 27, 2022

More details coming soon...

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November 20th is
MISSISSIPPI
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DAY



Mississippi is among the most rural states in the nation.

To celebrate the quality healthcare delivered through Mississippi's rural hospitals and rural health clinics, Governor Phil Bryant signed a proclamation in 2015 declaring November 20th of each year to be Mississippi Rural Health Day.

To learn more, visit MSRHA.org or show your support with your complimentary hand sanitizer and face mask* from the Mississippi Office of Rural Health and Primary Care's exhibitor table.

*While supplies last.

Thank you to all of our sponsors for supporting this year's Mississippi Rural Health Conference, and thank you to all of our attendees for participating in this event.
This conference couldn't have happened without you!

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Mississippi Rural Health Association



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