

2022

# ALABAMA RURAL HEALTH CONFERENCE

Hoover, AL | April 14-15, 2022

# AGENDA

Day 1 - April 14th, 2022

11:00AM Registration / Vendor Discovery

Noon Lunch / Annual Business Meeting

*This session is the annual business meeting for the Alabama Rural Health Association.  
All conference members, attendees and vendors are welcome to participate.*

1:30PM Break / Vendor Discovery

2:00PM The Blueprint for Optimizing Your Telehealth Program

Speaker: Zak Willis, ENA

3:00PM Strategies for Lowering Preterm Birth Rates in Alabama

Speaker: Dr. John McDonald, University of Alabama; Mrs. Trendle Samuel, RN, BSN, CLC,  
Director of Region II (West Alabama) State Perinatal Advisory Committee ADPH;  
Dr. Guillermo Godoy, M.D., FAAP, FPMN, CBE

4:00PM Break

4:15PM Here Today and Gone Tomorrow

Speaker: Heidi Smith, Dir. of Marketing and Business Development, Ivy Creek Healthcare

5:15PM Break

5:30PM Rural Health Reception

*All in-person conference attendees and guests are welcome.*

## Day 2 - April 15th, 2022

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- 8:00AM ● Breakfast and Registration
- 8:30AM ● National Rural Health Update  
Speaker: Brock Slabach, National Rural Health Association
- 9:30AM ● Baldrige Quality Improvement and Lean Six sigma Concepts for Rural Healthcare  
Speaker: Mickey Trimm, PhD
- 10:30AM ● Break
- 10:45AM ● Opportunities with the National Rural Health Resource Center  
Speaker: Bethany Adams, National Rural Health Resource Center;  
Shannon Saari, National Rural Health Resource Center
- 11:45AM ● Adjourn Conference  
*Safe travels home, everyone! Thank you for joining us.*

# ***BREAK-OUT SESSIONS***

*Each of these sessions are pre-recorded, on-demand downloads for both in-person and virtual attendees to access.*

## **Stroke and Health Literacy in Alabama**

**Speaker:** Kunwal Molwani Scott, DNP, BSN, RN, FNP-C

This presentation will discuss information related to stroke statistics, risk factors, and health literacy's effects on education among Alabama's population with regard to stroke.

## **Risk Adjustment and HCC**

**Speaker:** Jackie King, MSHI, CCS, CPC, COC, CRHCP, Arch Pro Coding

This presentation will cover the origin and details of Hierarchical Condition Category (HCC) Coding and Risk Adjustment as well as coding and documentation best practices for capturing HCC codes on claims.

## **Opportunities for Alabama Students in Rural Health**

**Panel Speakers:** Earl Johnson, University of Alabama at Birmingham;  
Shernita Taylor, Southwest Alabama Workforce Development Council;  
Larry Sailes, Assistant PREA Director - The Alabama Department of Corrections;  
Russel R. Davis, PhD

This session will discuss healthcare opportunities in rural areas of the State of Alabama, and how students can best prepare for these job opportunities.

## **Addressing the Suicide Crisis Among Our Youth**

**Speaker:** Dannette Bivins, LPC, LMFT, NCC, JSOCC

The suicide rate among teenagers and young adults is increasing at an alarming rate. This session will address the likely causes of the increase in suicide rates and detail what providers can do to assist in its reduction.

# SPEAKERS

## Zak Willis

Zak is the Manager of Solutions Engineering for ENA, where he is responsible for mentoring and developing the SE team while ensuring business development and customer retention. He has been with ENA since 2010 and believes in the mission to deliver future-ready connectivity, communication, cloud, and security solutions to education, library, healthcare, and government organizations nationwide. Zak lives in Chapel Hill, Tennessee, with his wife and three children. When not busy with work, he can be found working in his bee apiary and tending to his garden.



## John T. McDonald *MD, FACOG, CPA*

Dr. McDonald was born in Monroeville, Alabama and grew up in Tuscaloosa where his parents were first generation college graduates of the College of Education at the University of Alabama (yes he is a teachers' kid). Dr McDonald graduated from Holt High School in Holt, Alabama (go Ironmen) where he played saxophone in the band and sang bass in the choir.

He then obtained both undergraduate and graduate degrees in Accounting from the Culverhouse College of Business. The Alabama Crimson Tide won a National Championship a year after he graduated. Following a seven year career as a CPA in the Birmingham office of Ernst and Young, he figured out what he really wanted to do for the rest of his life. He then completed medical school at the UAB Heersink College of Medicine in Birmingham in 2003. He went on to complete an internship and residency in OB Gyn at the University of South Alabama College of Medicine in Mobile, Alabama in 2007 (go Jaguars).

Dr McDonald is currently participating in the AMiGO collaborative that seeks to identify and reduce health disparities for the most vulnerable populations in West Alabama. Dr McDonald has trained hundreds of medical students and residents that have gone on to provide much needed healthcare to people in rural areas. He also trains two Obstetric Fellows per year in Obstetrics. These fellows go on to practice in rural communities.



## Trendle Samuel *RN, BSN, CLC*

Trendle Samuel is a registered nurse and certified lactation counselor (CLC). She attended the University of Alabama where she received her Bachelor's degree in Nursing and she is currently pursuing a Master of Public Health there as well. After graduating, she worked as a maternal-child nurse for 16 years with 6 of those years in management of a Labor and Delivery unit. She then went to work at a Federally Qualified Health Center, working with uninsured and/or underserved patients. She now works for the Alabama Department of Public Health's State Perinatal Program where she is one of five Perinatal Coordinators in the state who examines infant, fetal and maternal mortality and works to create better outcomes for women, infants and families. She serves 12 counties in Perinatal Region II in West Alabama and is based in Tuscaloosa, AL.

When she has spare time, she loves spending it with her husband and daughters, traveling to new places, going to the movies, and Prince.





# Guillermo Godoy

## *M.D., FAAP, FPMN, CBE*

Guillermo Godoy is a neonatologist in Tuscaloosa. His interest for the health mothers and infants started back in Guatemala in 1976 when he lived in a rural small village. He learned that working with the teachers and midwives, was important to be accepted and trusted by the village families and be able to address their educational and health needs. He did his pediatric training at Arkansas Children's Hospital and his Perinatal Medicine-Neonatology at UAB.

He has a certificate in Pediatrics BioEthics from Mercy's Children's Hospital, MO.

His work in studying prematurity in Alabama started at UAB, collaborating with Dr. Goldberg who worked closely with ADPH and ADHS.

Dr. Godoy was instrumental in creating the Perinatal subcommittee at DCH regional Medical Center. The group reviewed maternal causes of prematurity and developed initiatives to improve them. He has presented at the State level several topics related with prematurity and maternal care. Dr. Godoy is member of The State Perinatal Advisory Committee.



# Heidi Smith

Heidi Lynn Smith, Director of Marketing and Business Development for Ivy Creek Healthcare. Undergraduate studies at University of Southern Mississippi. Graduate studies at Auburn University of Montgomery. Worked as a Therapist at Vanderbilt child and Adolescent Hospital for 3 , 23 years experience as Outreach Coordinator at L.V Stabler Memorial Hospital (rural Hospital) in Greenville, AL. Contract work for Rural Hospitals through out the Southeast to focus on census growth and service line development as well as employee retention. Ivy Creek Healthcare since 2019.



# 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.



# J.M. “Mickey” Trimm

## *PhD, MBA*

Dr. Trimm holds degrees in Industrial Engineering, Business, and Healthcare Administration. He has been involved in healthcare strategy and operational analysis for 40 years, with experience in healthcare environments ranging from large multi-hospital systems to small, rural facilities. His academic career included teaching stints at The University of Alabama, Birmingham Southern, UAB, and Samford. He has taught strategic planning, operations management, performance and productivity improvement, quality management, and information systems. Dr. Trimm helped reinstitute the Alabama Performance Excellence Program (ALPEX) while at UAB and has served as an organizational reviewer and Lean Six Sigma Instructor for ALPEX. He is a former board member of the Alabama Rural Health Association.



# Bethany Adams

## *FACHE, MT(ASCP)*

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.



# Shannon Saari

Shannon joined The Center in December 2020 as a member of the Consultation team as a Program Specialist II for the Delta Region Community Health Systems Development (DRCHSD) Program. She provides education, coaching, and technical assistance to selected organizations, and their communities, to make in-depth health system enhancements. Shannon participates in virtual and onsite technical consultations to target financial and quality improvements to assist small rural hospitals in transitioning to value-based care and Alternative Payment Models. Shannon graduated from the University of Phoenix with honors and has a Bachelor of Science degree with a concentration in Medical Records. She previously worked at Essentia Health in Duluth, Minnesota as a Certified Epic Principal Trainer for Cadence in Informational Services (IS). Her work consisted of training new hires for most of Revenue Services. She also played an integral part in system enhancements.



# Kunwal Molwani Scott

## *DNP, BSN, RN, FNP-C*

DKunwal Scott is a full time clinical assistant professor at CCN. She received her BSN from Augusta University in 2011. Her nursing experience as staff RN includes working as staff RN on a Med-Surg unit, Orthopedics unit, Pain Management, and Neuroscience Unit. She obtained her Doctor of Nursing Practice with concentration as Family Nurse Practitioner (DNP-FNP) from Augusta University in 2018. She is certified by American Academy of Nurse Practitioners. Dr. Scott's worked as a family nurse practitioner at Pain Management Clinic in Atlanta, GA from 2018 through 2020. After moving to Alabama in 2020, Dr. Scott practiced as a Nurse Practitioner at University of Alabama Birmingham in Psychology and Addiction Medicine.



# Jackie King

## *MSHI, CCS, CPC, COC, CRHCP*

Jackie King has worked in the healthcare field for over 30 years in both clinical and administrative positions at small rural and critical access hospitals and physician practices. As Director of Compliance & Clinical Informatics, Jackie supports both clinical practice and administration by using health information technology and regulatory guidelines along with data analytics to help our members reduce risk and improve processes, achieving cost savings, and ultimately improving patient care. Jackie oversees the HIM, Informatics and Compliance Peer Networks, supports the Business Office/HIM and RHC Peer Networks, provides web-based and on-site training for coding and other HIM-related functions, and facilitates medical coding audits for our members.



# Earl Johnson

Mr. Earl Johnson is a small cattle farmer and native of Uniontown, Alabama. Mr. Johnson attended the University of Alabama where he earned a Bachelor of Science in Public Health with a concentration in Health Education. Mr. Johnson is a product of the Blackbelt Health Scholars, Rural Health Scholars, and Rural Minority Health Scholars programs provided by the University of Alabama College of Community Health Sciences.

Mr. Johnson also brings 5 years' experience with West Central Alabama AHEC where he has designed and implemented numerous high school enrichment programs including Health Professions Academy which is a year-long high school enrichment program providing students with ACT prep, ACT waivers, mentoring, free dual enrollment, and exposure to various health careers and academic institutes. Mr. Johnson has a dedication to providing students insight into health careers and the resources needed to be a successful health practitioner in our underserved rural communities.





# Shernita Taylor

Shernita is an experienced Assistant Executive Director with a demonstrated history of working in Workforce Development and the Nonprofit Organization Management industry. She is skilled in Nonprofit Organizations, Career Development, Google Platform, Microsoft Office Suite, Coaching, and Entrepreneurship. She is a strong operations professional that graduated from Faulkner University. Shernita is the Assistant Executive Director at Southwest Alabama Workforce Development Council (SAWDC ALABAMAWORKS)



# Larry Sailes

Larry Sailes is currently employed as the Assistant PREA Director for the Alabama Department of Corrections, Montgomery AL. In addition to an extensive career with the military, he has been a licensed and ordained minister since 1987 with an extensive career in the ministry that expands decades and is presently the senior pastor at "The Well - Hopewell Missionary Baptist Church", Clanton, AL since 2008. Further, he is a successful entrepreneur with varied interests from multimedia, education, and entertainment. His gregarious personality and commitment to his community are exemplary traits that exude leadership, scholarship, and character. Larry Sailes is a member of the noble clan fraternity, Kappa Alpha Psi Fraternity Incorporated which seeks to empower young men and women to strive to achieve their absolute best in academics, community and spirituality.



# Russell R. Davis

## *Ph.D.*

Dr. Russell R. Davis is an Assistant Professor of Sociology at the University of West Alabama. He is currently serving as the Secretary/Treasurer of the Alabama Rural Health Association. Dr. Davis holds an M.S. in Rural Sociology from The Ohio State University, and a Ph.D. in Sociology from Louisiana State University. As a Rural Sociologist, his research and teaching interests focus on rural communities, social inequality and poverty, and social determinants of health.



# Dannette Bivins

## *LPC, LMFT, NCC, JSOCC*

Dannette Bivins is a graduate of The University of Montevallo, with her Master of Education in Counseling. She is a Licensed Professional Counselor (LPC) and Licensed Marriage and Family Therapist (LMFT) that focuses on the treatment of adolescents and young adults. Dannette specializes in trauma work as a Trauma-Focused Cognitive-Behavioral Certified Therapist and a Juvenile Sexual Offending Certified Counselor (JSOCC). Dannette has worked in a variety of settings- including day treatment, residential facilities, correctional facilities, and hospitals. Presently, she enjoys outpatient work at her private practice, Intentional Healing. In her free time, Dannette enjoys expanding mental health services to adolescents and young adults in her community. Her current pursuits include the development and implementation of a sexting diversion program in Shelby County and the formation of NAMI on Campus at The University of Montevallo.



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## EXHIBITORS





Thank you to everyone who helped make this year's conference possible!

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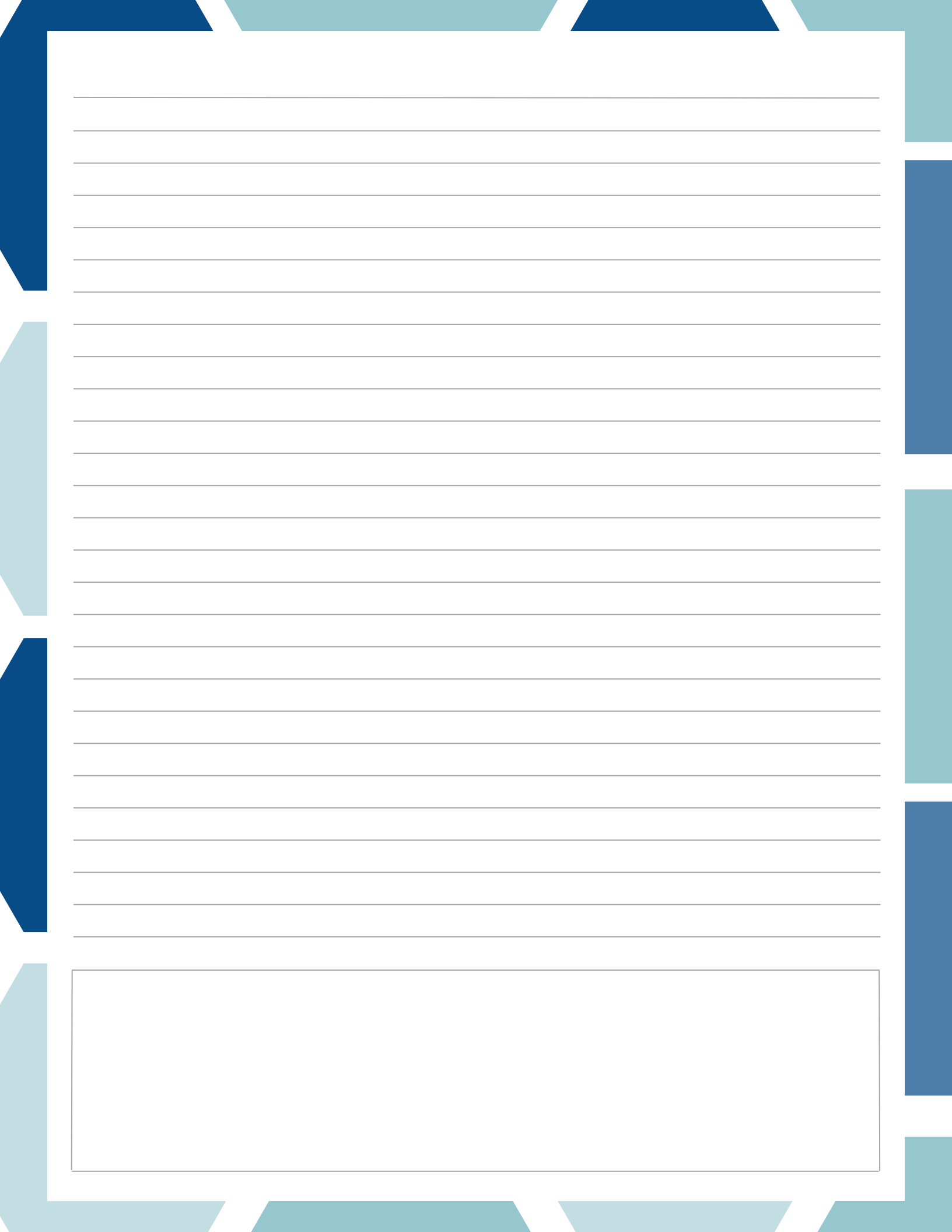
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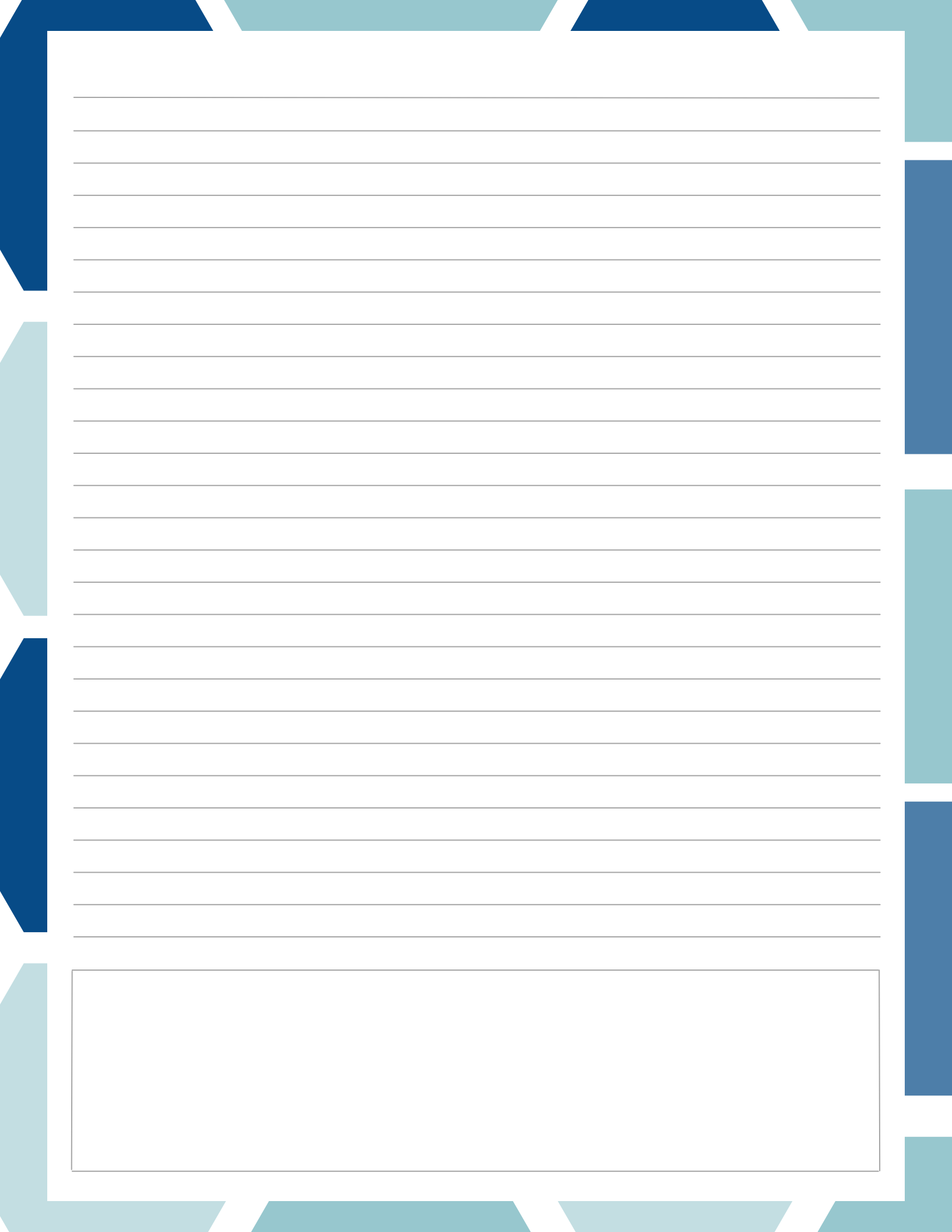
# Notes





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