TORCH ANNUAL CONFERENCE
AND TRADE SHOW

Striking the Balance Between Success and Sustainability

EARLY REGISTRATION DEADLINE:
April 10, 2016

April 26-28, 2016    |    Hyatt Regency Dallas
APRIL
TORCH Annual Conference and Trade Show
April 26-28, 2016
Texas CCO Population Health Summit Workshop
April 26, 2016
Hyatt Dallas, Dallas

JUNE
Critical Access Hospital Conference & Trade Show
June 28-29, 2016
Hyatt Regency Lost Pines Resort & Spa, Cedar Creek

JULY
Texas Association of Rural Health Clinics (TARHC) Annual Conference
July 27-29, 2016
Omni Downtown Hotel, Austin

AUGUST
Northwest Texas Hospital Association (NWTHA) Annual Conference
August 11-12, 2016
Towne Place/Courtyard Marriott, Abilene

SEPTEMBER
TORCH Leadership & Management Institute Conference and Retreat
September 2016
Horseshoe Bay Resort, Marble Falls

OCTOBER
Rural Hospital Information Technology Conference (HITCON 16) & Exhibition
October 20-21, 2016
Omni San Antonio at The Colonnade, San Antonio

Check our website, www.torchnet.org, for registration and event details.
Last year, we toasted our success and looked back on a rich twenty-five year history of service to rural and community hospitals in Texas. This year, we will look ahead to a day and age when the way that we manage and deliver healthcare services will be much different and where rural providers will truly have to adapt in order to survive. This is a time of great change in our industry, but one thing hasn't changed and that is that our odds of succeeding are greatly enhanced when we take the time to work together.

And TORCH provides that venue for you as you are searching for the keys to success and sustainability in your own local community. The population health tactics and value-based payment principles that are emerging provide the framework for a new model of healthcare that is community-based and patient-driven. We must find ways to tap into the core strengths of our rural delivery systems and use every resource we have available to improve our efficiency, quality and outcomes. Sounds pretty easy, right?

Well, the beauty of it is, that it is not too far afield from what you are already doing and we are well on our way to creating the infrastructure to support these long-term endeavors. Therefore, we invite you all to come and be a part of this year’s TORCH Annual Conference and Trade Show and to take in the knowledge and education you need from our speakers and sponsors, to network among your peers and to make this event the cornerstone of a highly successful year for you, your staff and your trustees.

We are excited for you to come and take advantage of the largest statewide rural hospital gathering in the country again as we embark on another twenty-five year run. YOU are the reason we do this and we hope that everyone will again enjoy the facilities, speakers and experiences that helped make our 25th Anniversary Conference such a resounding success. Also, we promise that the new friendships and knowledge that you will gain at the event, will pay dividends throughout the remainder of the year.

As you know, TORCH draws its strength from our many members and their dedicated support. Your participation in the TORCH Annual Conference and Trade Show as well as our other activities is always appreciated. Our overarching goal each year is to create a highly affordable and equally engaging educational opportunity that delivers the rural-friendly agenda and trade show experience that our members have come to expect. This year is no exception and we hope you will make plans to join us.

On behalf of the TORCH Board of Directors and our staff, we certainly look forward to helping you and your community to ‘strike the balance’ between your future success and your ongoing sustainability and that ultimately, you will also be able to continue meeting your stated mission for many years to come.

David Pearson, FACHE
President/CEO
**Tuesday, April 26**

7:30 am  TORCH/THT Pre-conference Rise-and-Shine Breakfast

8:00  Hospital Registration Opens

9:00  Texas CCO Population Health Summit Workshop

10:00  Vendor Registration Opens

11:00  Lunch for New Texas CEOs/First-time CEO Attendees (by invitation only)

12:45 pm  Annual Conference Welcome and Opening – Linda Rasor and David Pearson

1:00  KEYNOTE SESSION – Population Management… It DOES Take a Village: The Eight Challenges We Face

2:00  Federal Advocacy Update from the DC Front Lines

3:00  Networking Break with Exhibitors

3:20  State Health Policy Review

4:10  State Legislative/Election Update

5:00  Opening Reception in Exhibit Hall

**Wednesday, April 27**

7:30 am  Breakfast with Exhibitors

8:00  Membership Meeting

8:30  KEYNOTE SESSION – The Future of Texas’ Rural Hospitals: What the Data Tells Us and New Models for Preserving Access to Care

9:30  Taking It To the Streets: The Intersection Between Public Health and Population Health

10:30  Sponsored by Caprock Health Group and Luker Pharmacy Management

11:00  CONCURRENT SESSIONS OR EXHIBITS

A. New Weapons for Your War on Cost

B. Drivers for Healthcare Technology Investment

C. How to Find Your Next Super Star Biller/Collector – A THHHA-Sponsored session for home health and hospitals

Sponsored by Precision Medical Billing

Noon  Awards Luncheon

Sponsored by Discovery Healthcare Consulting Group and TORCH Management Services, Inc. (TMSI)

1:15 pm  Dedicated Exhibit Hall Time

2:00  CONCURRENT SESSIONS

D. Instituting a Highly Effective Physician Compliance Program

E. How Hospital Districts Can Leverage State Pricing to Adopt Cloud-based Services

F. Home Health Roundtable Discussion

3:00  Money Talks: The Annual Hospital Finance Q&A

4:00  The Rural Experience as Seen from Elsewhere

4:30  Putting the Innovation in Medicare and Medicaid

5:00  Reception in the Exhibit Hall

Sponsored by Northwest Texas Hospital Association

**Thursday, April 28**

7:30 am  Breakfast with Exhibitors

9:00  2016 Legal Issues Update

10:00  “True Grit”: Paves Way To A Brighter Future

11:00  What is NAIP and Where Can I Go to Get Some?

Noon  Closing Remarks and Adjourn – David Byrom

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All Speakers have been invited or confirmed. CEUs available: 12 hours.
Tuesday, April 26

7:30 am  TORCH/THT Pre-conference Rise-and-Shine Breakfast

8:00  Hospital Registration Opens

9:00  Texas CCO Population Health Summit Workshop
     Sponsored by the Texas Community Care Organization
     So you've heard a lot about the Texas CCO and TORCH's efforts to promote population health. Whether you are a CCO Founding Member or still trying to catch up, this pre-conference summit will provide the detailed information you need to get on board and up to speed on this important initiative. The MSSP ACO deadline is looming, so join us for an insightful session and a chance to get your questions answered in time to make an informed decision on behalf of your hospital, physicians and community.

10:00  Vendor Registration Opens

11:00  Lunch for New Texas CEOs/First-time CEO Attendees
       (by invitation only)

12:45 pm  Annual Conference Welcome and Opening –
           Linda Rasor and David Pearson

1:00  KEYNOTE SESSION – Population Management…It DOES Take a Village: The Eight Challenges We Face
     Speaker: Steve Berkowitz, MD
     The 'end game' of clinical integration is the ability to successfully manage the health of the communities we serve. In reality, it is a daunting task requiring the integration of the delivery system, the payment system as well as a community-wide effort. Patient empowerment (and individual responsibility) is also an imperative for success. Dr. Berkowitz will discuss the road to truly successful population health management and the eight major challenges we will face along the way.
     Learning Objectives
     • Define what population management means
     • List some challenges facing population health management
     • Explain how these challenges could be overcome

2:00  Federal Advocacy Update from the DC Front Lines
     Speaker: Alan Morgan, CEO, NRHA
     In a presidential election year, we don't expect much to take place in Washington. Nevertheless, the need to stem the recent tide of hospital closures and to create a safe place for us to transition to advanced models of care have never been more critical. 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 and in ensuring that the newly elected Congress understands our issues and priorities.
     Learning Objectives
     • List some rural advocacy issues at the federal level
     • Assess these issues from the hospital perspective
     • Describe the advocacy activities needed to affect change

3:00  Networking Break with Exhibitors
     Sponsored by Lighthouse Financial Group and Wilco Data

3:20  State Health Policy Review
     Speaker: Chris Traylor, Executive Commissioner,
     Health and Human Services Commission
     Commissioner Traylor is still in his first year as the leader of all the states healthcare-related agencies and has overseen such large-scale issues such as women's health and Ebola. He also oversees the state Medicaid program and other funding initiatives that hospitals in Texas rely on to care for the sick and needy throughout our state. Come hear the latest news regarding the waiver negotiations with CMS, QIPP and other critical programs that will help determine our financial future in this insightful and informative session.
     Learning Objectives
     • Recognize the issues facing HHSC and the State of Texas
     • Identify the policy shifts that are currently taking place
     • Differentiate between federal and state health policy issues

4:10  State Legislative/Election Update
     Speakers: Don McBeath, Director of Government Reations,
     TORCH, Brittani Bilse, Founder, Brittani Bilse Consulting
     What do you get when you mix the Interim Legislative Session with election year politics? A mixed bag of issues and agendas that are sometimes difficult to sort out. That is why we have our own advocacy experts to help cut through the noise and to keep us focused on the things that truly matter to rural hospitals. Come get the rundown on our highest priorities at the state level and a post-primary breakdown of what our State Capitol might look like come mid-November.
     Learning Objectives
     • List some rural advocacy issues at the state level
     • Assess these issues from the hospital perspective
     • Describe the advocacy activities needed to affect change

5:00  Opening Reception in Exhibit Hall

This registration is for hospitals only.

All other participants may attend the conference only as an exhibitor and/or as a sponsor.
Wednesday, April 27

7:30 am  Breakfast with Exhibitors
Sponsored by TORCH Management Services, Inc. (TMSI)

8:00  Membership Meeting

8:30  KEYNOTE SESSION – The Future of Texas’ Rural Hospitals: What the Data Tells Us and New Models for Preserving Access to Care
Panel Members: Scott Phillips, Health Management Partners, John Tishler and Fletcher Brown, Waller, Lansden, Dortch & Davis, LLP
Moderator: Kevin Reed
The multitude of recent rural hospital closures has ushered in a new era of self-preservation among many rural communities. They’re fearful of losing not only a local landmark, but an economic engine as well. Indeed there are many telltale signs that show when a hospital is taking on too much water. Come hear an expert analysis of the data as it stands for rural Texas and also some potential preventative measures you should be taking. Individual hospital reports will also be made available to our members.

Learning Objectives
• Identify the pressures that are affecting rural hospitals
• Categorize the threats that exist in today’s rural market
• Recognize ways to mitigate risk and improve sustainability

9:30  Taking It To the Streets: The Intersection Between Public Health and Population Health
Speaker: Jay Maddock, Dean, Texas A&M School of Public Health
Population health focuses on the health outcomes of populations, with a particular focus on eliminating health disparities. The “new public health” has an increased focus on the social determinants of health and on improving environments where people learn, play, work, worship and live. This talk will focus on how public health can address the social aspects of health to improve the quality of life of all Texans with an emphasis on eliminating inequities. Together we can make the health of rural populations a top priority for Texas.

Learning Objectives
• Describe the role of public health in population health
• List some similarities between pop health and public health
• Assess the value in leveraging public health resources

10:30  Morning Break
Sponsored by Caprock Health Group and Luker Pharmacy Management
Noon  
**Awards Luncheon**  
Sponsored by Discovery Healthcare Consulting and TORCH Management Services, Inc. (TMSI)

1:15 pm  
**CONCURRENT SESSIONS**

**D. Instituting a Highly Effective Physician Compliance Program**
Speakers: Rob Hardy, Peak Performance Physicians, Robert Spurck, Partner, Reed, Claymon, Meeker, & Hargett, PLLC

An effective compliance program helps identify and provide safeguards against fraud and abuse, improper payments, other potential liability areas, and quality-of-care risks. While CMS and the OIG have long recommended that providers implement voluntary compliance programs, the Patient Protection and Affordable Care Act has taken compliance a step further and has mandated compliance programs. This program is intended to provide the components of an effective compliance program and provide practical guidance on adhering to a compliance program once implemented.

**Learning Objectives**
- Explain the compliance risks and requirements facing physicians
- Recognize the shift from voluntary to mandatory compliance
- List the components of an effective physician compliance program

**E. How Hospital Districts Can Leverage State Pricing to Adopt Cloud-based Services**
Speakers: Clint Walker, Hansford Hospital, Stephen Cracknell, President/CIO, US Medical IT, Steve Tomich, SHI Government Solutions

Explore a rural hospital district’s cloud journey, why they made the change and the result in cost reduction, compliance and productivity. Listen to the success story of Hansford County Hospital District (HCHD) and how they are taking advantage of bargain pricing available through the state of Texas. HCHD’s IT Director, US Medical IT’s CIO Stephen Cracknell and SHI’s Government Solutions Account Executive talk about how to affordably move your organization to Microsoft’s newest technologies (Windows 10, Azure and Office 365).

**Learning Objectives**
- How to qualify for Microsoft’s discount pricing
- Understand the difference between client-server and cloud-based services
- Benefits of moving to Windows 10, Azure and Office 365

3:00  
**Money Talks: The Annual Hospital Finance Q&A**

This panel session with our partner CPAs will address the most important financial issues facing rural and community hospitals. As always, there are numerous changes underway that can have a major impact on your hospital’s bottom line. So attend this session, stay informed and get all your questions about today’s greatest financial and reimbursement challenges answered by our experts in the field.

**Learning Objectives**
- Identify the key financial challenges facing rural hospitals
- Explain the financial policies that underlie these challenges
- Recognize some opportunities for financial improvement

4:00  
**The Rural Experience as Seen from Elsewhere**
Speakers: Pat Schou, Executive Director, Illinois Critical Access Hospital Network and David Pearson, President/CEO, TORCH

This conversation will provide TORCH Members the opportunity to hear from our ‘Bothers in Arms’ in other places and their perspectives on what the future holds for rural hospitals and rural hospital organizations. These like-minded associations face similar challenges and have similar limitations. Get a window into what has made them successful and where things might be headed here at home as well.

4:30  
**Putting the Innovation in Medicare and Medicaid**
Speaker: Patrick Conway, MD

This session will provide you the opportunity to hear directly from the lead architect on delivery system reform at the federal level and to get a glimpse of what the future of Medicare and Medicaid will look like when value-based payment becomes the ‘new normal.’ Dr. Conway will describe for us the plans that HHS and CMS have to truly transform our national healthcare system.

5:00  
**Reception in the Exhibit Hall**
Thursday, April 28

7:30 am  Breakfast with Exhibitors

9:00  2016 Legal Issues Update
Speakers: Kevin Reed, JD, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC; Jennifer Claymon, JD, Partner, Shareholder, Reed, Claymon, Meeker & Hargett, PLLC

Each year brings with it new rules, new regulations and an ever changing healthcare landscape. How can we ever hope to keep it all straight? Well, with the most trusted legal advisors we know, that’s how. This session will provide you and your trustees with valuable information and practical legal advice to help you keep up to speed and out of the courtroom. Bring your legal-sized notepad as we consider the latest cases, decisions and trends and how they affect your hospital.

Learning Objectives
• Identify the key legal and regulatory issues facing hospitals
• Explain the case law that underscores possible penalties
• Recognize some opportunities for legal risk mitigation

10:00  “True Grit”: Paves Way To A Brighter Future
Moderator: Brant Couch, HealthSure
Panel Members: Steve Gularte, CEO, Chambers Health, Lynn Heller, retired CEO of Bowie Memorial Hospital, Jay Hodges, CFO, Graham Regional Medical Center

It’s no secret rural hospitals across the country are struggling to survive. Attend this session to hear about actual experiences from hospital executives who have shown “true grit” as they navigated hospital closures and acquisitions. Their stories about what they would do different will arm you with new secrets of success and practical solutions for ensuring viability.

Learning Objectives
• Recognize the signs that can precede a hospital closure
• Describe the challenges that remain even after closure
• Explain how to reduce the impact on the community

11:00  What is NAIP and Where Can I Go to Get Some?
Panel Members: Harris Brooks, Palo Pinto General Hospital; John Henderson, Childress Regional Medical Center; Scott McCray, Telehealth Connection, LLC; and Laura Swaney of Children’s Health Network

The NAIP Program is becoming a proven funding source for innovative projects between rural hospitals and managed care organizations to help meet the needs of a specific patient population. These funds are flexible and do not require the approval of state or federal agencies. So bring your ideas and see how they line up with the projects that are currently underway in rural areas.

Learning Objectives
• Describe the application process for a NAIP project
• List the benefits of NAIP as a potential revenue source
• Recognize the requirements for NAIP reimbursement

Noon  Closing Remarks and Adjourn – David Byrom
### 2016 Speakers

**Larry Anderson**  
Principal  
Blue & Co., LLC

**Tommy Beecher**  
Director of Operations  
Remi

**Steve Berkowitz, MD**  
President  
SMB Health Consulting

**Brittani Bilse**  
Founder  
Brittani Bilse Consulting

**Harris W. Brooks**  
CEO  
Palo Pinto General Hospital

**Fletcher Brown, JD**  
Waller Lansden Dortch & Davis, LLP

**Jennifer Claymon, JD**  
Partner, Shareholder  
Reed, Claymon, Meeker & Hargett, PLLC

**Patrick Conway, MD, MSc**  
Deputy Administrator/CMS  
CMO  
Centers for Medicare & Medicaid Services

**Barry Couch**  
CEO  
The TORCH Insurance Program Managed by HealthSure

**Brant Couch**  
President  
The TORCH Insurance Program Managed by HealthSure

**Steve Cracknell**  
President/CIO  
US Medical IT

**Brandon Durbin, CPA**  
Partner  
Durbin & Co, LLP

**Steven Gularte**  
CEO  
Chambers Health

**Rob Hardy**  
President/CEO  
Peak Performance Physicians

**Lynn Heller**  
Retired CEO  
Bowie Memorial Hospital

**John Henderson**  
CEO  
Childress Regional Medical Center

**Jay Hodges**  
CFO  
Graham Regional Medical Center

**Jay Maddock, MD**  
Dean  
Texas A&M School of Public Health

**Don McBeath**  
Director of Government Relations  
TORCH

**Scott McCray**  
President/CEO  
Telehealth Connection, LLC

**Petria McKelvey**  
President/CEO  
Precision Medical Billing

**Alan Morgan**  
CEO  
National Rural Health Association

**Michael Oatman, CPA, ABV**  
BKD, LLP

**Scott Phillips**  
Managing Director  
Health Management Partners, LLC

**Kevin Reed, JD**  
Partner, Shareholder  
Reed, Claymon, Meeker & Hargett, PLLC

**Pat Schou**  
Executive Director  
Illinois Critical Access Hospital Network

**Robert Spurck, JD**  
Partner  
Reed, Claymon, Meeker & Hargett, PLLC

**Laura Swaney**  
Senior Director  
Children’s Health Network

**Loree Tamayo**  
President  
Loree Tamayo Consulting

**Jim Tempio**  
First American Healthcare Finance

**John Tishler, JD**  
Waller Lansden Dortch & Davis, LLP

**Steve Tomich**  
Account Executive  
SHI Government Solutions

**Chris Traylor**  
Executive Commissioner  
Health & Human Services Commission

**Jeff Turner, FACHE**  
CEO  
Moore County Hospital District

**Clint Walker**  
IT Director/CIO  
Hansford Hospital

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**TORCH Contact Information**

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**TORCH Annual Membership Meeting**

The board of directors will report to the members on the current status and future direction of the organization and elections will be held for positions on the Board. This meeting will be held in the General Session Room at 8:00 a.m. on Wednesday, April 27.

**TORCH Awards Luncheon**

Each year we take a moment to recognize some of our outstanding hospital and corporate members as well as the scholarship recipients who were selected since the last TORCH Annual Conference. There are concurrent sessions scheduled both before and after the luncheon to allow time to setup the room. We urge you to take part in this wonderful networking opportunity and to find out who is this year’s recipient of our most prestigious award, The Gordon Russell Award of Merit. One well-deserving CEO will be taking home the award, so please come and cheer them on.

**Award of Merit for Outstanding Rural Hospital Administrator**

Each year at the TORCH Annual Conference, the Gordon Russell Award of Merit is presented by the board of directors to recognize an individual administrator for accomplishments, leadership and efforts in advancing the value of rural and community hospitals in Texas. The award’s namesake, Gordon Russell, established high standards during his long and distinguished career in the healthcare industry with his commitment and dedication. Continuing that tradition, the previous Award of Merit recipients were:

- 2000 – Ben Durr
- 2001 – Frances T. Smith
- 2002 – Jim B. Smith
- 2003 – Ernie Parisi
- 2004 – Doug Langley
- 2006 – Windell McCord
- 2007 – Lynn Heller
- 2008 – Mike Click, RN
- 2009 – Wally Boyd
- 2010 – Jan Reed, CPA
- 2011 – Jim Buckner, Jr., FACHE
- 2012 – Jack Endres, FACHE
- 2013 – James Vanek
- 2014 – Randy Bacus
- 2015 – Robert Thomas, CPA
- 2016 – Your name here

*If you would like to nominate an administrator for this award, please contact David Pearson at the TORCH Office.*

**Continuing Education Credit**

A certificate of attendance is available for participants, which can be used to claim CE credits from professional associations and state licensing boards. This program specifically provides:

1. A total of 12 hours of CE units for CPAs are available from the Texas State Board of Public Accountancy: sponsor #04763. No preparation required.

2. TORCH is authorized to award 12 hours of pre-approved ACHE Qualified Education credit for this program toward advancement or recertification in the American College of Healthcare Executives. Participants in this program wishing to have the continuing education hours applied toward ACHE Qualified Education credit should indicate their attendance when submitting application to the American College of Healthcare Executives for advancement or recertification.

3. This program qualifies for Critical Access Hospital Board Training Reimbursement through Texas State Office of Rural Health, Texas Department of Agriculture. For more information, go to www.texasagriculture.gov.

4. TORCH is authorized to award 12 hours of pre-approved continuing education for this program toward by the American Academy of Medical Administrators (AAMA). Participants wishing to have the continuing education hours applied should indicate their attendance when submitting application to the American Academy of Medical Administrators.
As you know, the trade show at the TORCH Annual Conference is one of the biggest in the state. We are pleased and proud that so many of our endorsed vendors, corporate members and other exhibitors and sponsors choose to make themselves available at one time and in one place and to celebrate with us. That means that no matter what your are looking for, it is probably available in our spacious exhibit hall.

There are more than 150 companies represented at the TORCH Conference this year, so come early and come often, that way you’ll have a chance to discover all that they have to offer. The Exhibit Hall is open from 5:30 pm on Tuesday until 9:00 am on Thursday. The receptions, breakfasts and breaks are considered dedicated Exhibit Hall times where all the refreshments will be located. So please come visit with all our vendors and sponsors and remember to get your game card filled in.

Drawing for prizes will take place on Thursday in the exhibit hall, winner must be present to win. One lucky winner will go home with a brand new iPad mini or a Microsoft Surface tablet this year! Which will you choose?

This registration information is for hospitals ONLY. All other participants may attend the conference only as an exhibitor and/or as a sponsor. Please refer to the Exhibitor Prospectus at http://bit.ly/TORCH2016
Striking the Balance Between Success and Sustainability

APRIL 26-28, 2016 | HYATT REGENCY DALLAS
TORCH ANNUAL CONFERENCE & TRADE SHOW
Hotel Registration Deadline: April 10, 2016