

# Rural Population Health Management

## A Certificate Program for Rural Health Care Leaders and Managers

Webcast Series | Fall 2016

- September 27
- November 1
- December 6

SPECIALLY DESIGNED FOR OREGON'S RURAL HEALTH CARE LEADERS

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Population health management represents a foundational change in rural health care delivery as Oregon providers seek ways to improve the health outcomes of their entire community, not just the patients who actively seek care.

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## A CERTIFICATE PROGRAM SPECIFICALLY DESIGNED FOR RURAL HEALTH LEADERS

To adopt population health management, rural health care providers and organizations must identify their role and institute fundamental changes to their organizational structure, processes and capabilities.

This comprehensive certificate program will provide you with proven skills, information and tools. You will learn what has worked in other areas and how to address implementation challenges that are unique to rural communities in Oregon.

### YOU WILL GAIN

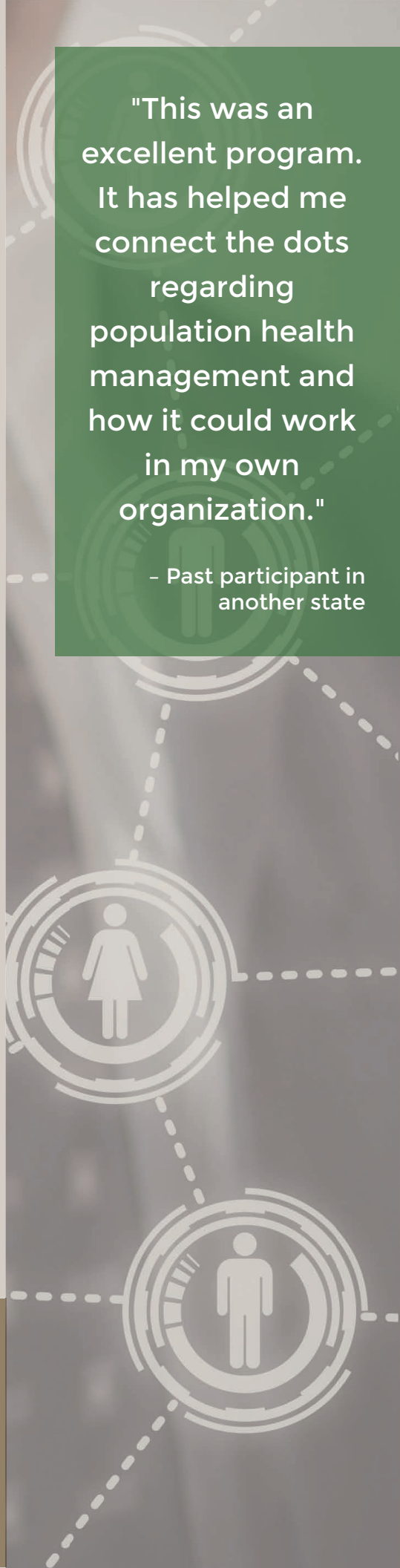
- » A clear understanding of population health management and its components
- » Insight into how population health management is emerging in Oregon
- » A roadmap to plan your organization's population health management role and strategies for implementation
- » New clinical performance indicators for population health management
- » Opportunities to consult with subject matter experts

### KEY PROGRAM FEATURE: ORGANIZATIONAL SELF-ASSESSMENTS

Three self-assessments will help you determine your organization's readiness for population health management and compare your results with the full group of attendees.

"This was an excellent program. It has helped me connect the dots regarding population health management and how it could work in my own organization."

- Past participant in another state



By rewarding quality and efficiency rather than volume, population health management is a key way for rural providers in Oregon to meet the standards of new reimbursement models while advancing health care for the communities they serve.

# Program Schedule

## WEBCAST 1: PREPARING FOR POPULATION HEALTH MANAGEMENT

SEPTEMBER 27 | 11 A.M. TO 1 P.M.

Upon completion, you will be able to:

- Define population health management and describe how it is emerging in Oregon markets
- Employ a seven-level roadmap to identify and determine roles, opportunities and strategies

**ASSESSMENT:** Organizational understanding of and commitment to a population health management framework

## WEBCAST 2: KEY CAPABILITIES FOR POPULATION HEALTH MANAGEMENT

NOVEMBER 1 | 11 A.M. TO 1 P.M.

Upon completion, you will be able to:

- Illustrate the importance of clinical alignment, value-based contracting, network development and operational efficiency
- Stratify and segment populations by health status, demographics, expectations and attitudes
- Develop multi-disciplinary care programs and interventions, including telehealth, behavioral health, community engagement and focused intervention for complex patients

**ASSESSMENT:** Organizational understanding of how to build and maintain an infrastructure for population health management

## WEBCAST 3: PUTTING POPULATION HEALTH MANAGEMENT INTO ACTION

DECEMBER 6 | 11 A.M. TO 1 P.M.

Upon completion, you will be able to:

- Work with multiple stakeholders to identify roles in population health management
- Develop a population health roadmap
- Implement a robust population health strategy

**ASSESSMENT:** Organizational understanding of your role in population health management

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This certificate program will put you on the cutting edge of rural health care delivery and payment reform by preparing you to successfully implement population health management in your organization.

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### OFFERED AT NO COST

Thanks to a generous grant from the State of Oregon, this certificate program is offered to all Oregon rural health care leaders at no cost.

### WHO SHOULD REGISTER

- CEOs, CFOs, COOs, CNOs, CQOs, CSOs
- Leaders of rural hospitals, clinics, FQHCs, and other health care settings
- Managers of clinical care, managed care, finance, strategy, business development, partnership planning, patient experience, performance improvement and community relations

### REGISTRATION INFORMATION

[WWW.OAHHS.ORG/POPULATIONHEALTH](http://WWW.OAHHS.ORG/POPULATIONHEALTH)

KAUFMAN HALL is a trusted advisor to hospital management teams and boards, and helps health care organizations identify the right strategies to compete in our rapidly evolving marketplace while balancing strategic priorities with today's financial realities.

"The leaders in my organization now have a better understanding of population health."

- Past participant in another state

"Very informative, insightful and visionary. I look forward to future modules."

- Past participant in another state

