**The 19th Conference on the Small City and Regional Community**

**The UWSP Center for the Small City, College of Letters & Science**

Established by UWSP and the UW System in 1979, the Center for the Small City, a division within the College of Letters and Science, focuses on small cities, towns, and rural areas within *micropolitan areas*, (settlements with fewer than 50,000 people.) The Center’s purpose is *to organize conferences and workshops on relevant topics for the university community, local government officials, community leaders, and the general public.* The Center also researches topics pertaining to small cities, provides consultation services to local governments and community organizations, collects and disseminates information related to micropolitan areas, and administers the academic minor in Small Cities Analysis.

**P*roviding Health Care to Small Cities and Rural Areas***

This conference is intended to highlight and to provide a forum for discussions on the health care needs in smaller communities and of the evolving technology and institutional structures that are transforming the way these needs are met. Below is an outline of some issues and potential changes coming in the future. The proposed conference schedule and budget follow.

**Issues:** The lack of adequate medical care provided to small cities and rural areas (Medically Underserved Areas) and the ways in which the level of care could be raised have long been a concern.

* Metropolitan areas easily attract and retain primary care and specialty physicians because of the high demand for services, quality of life issues, the higher reimbursement rates, etc.
* Small cities and rural areas have less demand for services and have a disproportionate share of Medicare and Medicaid patients. The Medicare and Medicaid carry lower fees for services than private insurance, which results in less access to medical and dental services for the population.
* Additionally, the projected physician shortage, especially in primary care, is making the problem found in small cities and rural areas even more troublesome. For instance, the Wisconsin Hospital Association projects a shortage of 2,200 physicians by 2030.
* To meet this need, Wisconsin medical schools will need to; a) train more physicians and expand residencies, and b) retain practitioners trained and attract doctors from other states and countries.

**Changes for the Future:** Overlaying the problems of physician shortages and underserved communities are technological developments and institutional changes that are having and will continue to have a profound impact on the way medicine is practiced. For example,

* The expansion of telemedicine is bringing specialty services to rural areas.
* Secure Internet sites will allow greater interaction between patients and doctors that are vast distances from each other.
* Advances in mobile devices hold great possibilities for the delivery of health care.
* The growth of electronic medical records will provide a greater tie between communities.
* Taken all together with the inter-operability of the medical record as being developed in Wisconsin, the subspecialist and the local provider can review the patient's history and test data together in suggesting a diagnosis and course of treatment.

Medicine is also facing vast organizational change. The older model of the sole practitioner has virtually disappeared. Hospitals and large multispecialty groups are buying out such practices. The trend is especially affecting the type and quality of care that residents in small cities and rural areas have available. Concepts such as the Medical Home and the advancing Accountable Care Organization will definitely have an effect on the health care delivery in smaller communities.

**The 19th Conference on the Small City and**

**Regional Community**

**“Providing Health Care to Small Cities and Rural Areas”**

**A Program of the UWSP Healthy Communities Initiative**

**April 17-18, 2013**

**Dreyfus University Center**

**University of Wisconsin-Stevens Point**

**Principal Speakers Presentations**

**Richard Cooper, M.D.**



**Ira Moscovice, Ph.D.**



**Patrick Remington, M.D., M.P.H.**



**Program**

**Wednesday, April 17, 2013**

**Conference Opening, Welcome, Dinner, and Featured Speaker**

**5:00—5:30 p.m. Social Gathering (Cash Bar) Laird Rm North**

**5:30—5:45 p.m. Welcome: Northern and Central Wisconsin Health Initiative**

**Chancellor Bernie Patterson, University of Wisconsin-Stevens Point**

**Dean Chris Cirmo, College of Letters and Science**

**5:45—6:45 p.m. Conference Dinner and Opening Comment (Sponsored by Ministry Health Inc.)**

**Dinner in the Laird Room North, Dreyfus University Center**

**Opening Comment: Fritz Wenzel, MBA.**,Executive Director (retired) Marshfield Clinic; Distinguished Service Professor of Management. Opus College of Business, University of St. Thomas

**7:00–8:30 p.m.**

**● Session 1 Keynote Speaker: Richard Cooper, M.D.,** **"Who Will Care for Tomorrow’s Children (and their Parents)?" Alumni Rm.** Director, Center for the Future of the Healthcare Workforce, New York Institute of Technology; Senior Fellow, The Leonard Davis Institute of Health Economics, University of Pennsylvania; Former Dean and Director, Health Policy Institute, Medical College of Wisconsin

**Thursday, April 18, 2013**

**8:30—10:00 a.m.**

**● Session 2 Technology’s Impact on Health in Small Cities and Rural Areas: EMR, Social Media, and Telemedicine- Laird Rm North**

* + **Anthony Ellertson, Ph.D.** Associate Professor of Computing and New Media Technologies. University of Wisconsin-Stevens Point. Panel Chair
  + **Nina Antoniotti, Ph.D.**, Director, Telemedicine, Marshfield Clinic
  + **Oliver Degnan, M.A.**  Chief Technology Officer, Marshfield Clinic
  + **Trevor Berceau**, Research and Development, Epic, Inc.,,Verona, WI

**● Session 3 Health Disparities in Small Cities: Women and Minorities-Alumni Rm.**

* + **Dan McCarty, Ph.D.** School of Health Care Professions. University of Wisconsin-Stevens Point. Panel Chair
  + **Julie Luks, M.D. CPE.**,Medical Director.Women’s Health, Aspirus
  + **Kou Kevin Yang, M.D.**, Family Medicine, Marshfield Clinic-Wausau
  + **Dan McCarty**, **Ph.D.**, School of Health Care Professions, University of Wisconsin-Stevens Point
  + **Ted Kay.**, President and CEO of Family Health, LaClinicia Inc., Wautoma, WI
* **Session 4  Hospice and Palliative Care in Rural Communities: Challenges and Innovative Approaches Legacy Rm.** 
  + **Amy Boelk, Ph.D.**, Associate Professor, Department of Sociology and Social Work, University of Wisconsin-Stevens Point, Panel Chair
  + **Susan Wurzer.**, Community Educator, Hospice and Palliative Care Experts (HOPE) of Wisconsin
  + **Donnalee Hustedt. MSN.**, Central Region Hospice Director, Ministry Home Care
  + **Laura Galloy, BSN.,** Supervisor, Patient Care, Ministry Home Care-Hospice
  + **Amy Boelk, Ph.D,**. Associate Professor, Department of Sociology and Social Work, University of Wisconsin-Stevens Point

**10:05—11:30 a.m.**

**● Session 5 Featured Speaker I: Ira Moscovice, Ph.D., "The Impact of Health Care Reform on Rural Health," Alumni Rm.** Director Upper Midwest Rural Health Research Center; Mayo Professor and Head of the Division of Health Policy and Management, School of Public Health, University of Minnesota

**11:30 a.m.—12:30 p.m.**

**Lunch individually taken in the Dreyfus University Center or elsewhere in the Stevens Point area**

**12:30—1:45 p.m.**

**● Session 6 Finance: Insurance and Reimbursement Issues in Small Cities- Laird Rm North**

* + **Gary Mullins, Ph.D. Professor of Business Administration and Head of the School of** Business and Economics. University of Wisconsin-Stevens Point. Panel Chair
  + **Chris Bruni, B.S. CEBS, GBA** Director of Sales. Security Health Plan
  + **Dennis Peterson**, **B.S.**, Executive Vice President, Delta Dental
  + **Jason Davis, Ph.D.**, Associate. Professor, School of Business and Economics, University of Wisconsin-Stevens Point

**● Session 7 Recruitment of Health Professionals in Small Cities & Rural Areas- Alumni Rm.**

* + **Ed Miller, Ph.D.**, Department of Political Science and the Center for the Small City, University of Wisconsin-Stevens Point, Panel Chair
  + **Byron J. Crouse, M.D.**,Director,Wisconsin Academy of Rural Medicine, University of Wisconsin School of Medicine and Public Health
  + **Claudine Taub, R.N.**,Ministry Health
  + **Patrick Safo, M.D., Ph.D.**, Dermatologist, Ministry Health
  + **Ed Miller, Ph.D.**, Department of Political Science and the Center for the Small City, University of Wisconsin-Stevens Point

**● Session 8 Tribal Health Needs and Services – Legacy Rm.**

* **Elizabeth Wabandato, Ph.D.**,Department of Political Science,University of Wisconsin-Stevens Point, Panel Chair
  + **Sonny Smart**, **M.S.W.**, Professor, Social Work, University of Wisconsin-Stevens Point
  + **Deb Tutor**, Clinic Administrator, Bad River Health and Wellness Center
  + **Kim Sturm, D.D.S.**, Dentist, Bad River Health and Wellness Center
  + **Jon Greendeer, B.S.**,President, Ho-Chunk Nation

**1:50—3:25 p.m.**

**● Session 9 Establishing Medical Training in Small Cities: Medical Schools, Residencies, Nursing Programs- Laird Rm North**

* + **Susan Raab, Ed.D.** Prof. and Head of School of Health Professions and Coordinator of the Pre-Nursing Program
  + **Carole Paulson, MSN, Ed.D.**,Assistant Professor**,** School Health Care Professions. University of Wisconsin-Stevens Point
  + **Matthew J. Jansen, M.D**., Director, Division of Education, Marshfield Clinic
  + **Paula Termuhlen, M.D.**, Professor of Surgery and General Surgery, Residency Program Director, and Faculty Leader, MCW Community Medical Education Program, Medical College of Wisconsin

**● Session 10 Oral Healthcare Considerations in Small Cities and Rural Communities- Alumni Rm.**

* + **Chris Cirmo, Ph.D., Dean,** College of Letters and Science. , University of Wisconsin-Stevens Point, Panel Chair
  + **Brenda Diamond**, **B.S., R.D.H.**, Director, Ministry Dental Clinic, Ministry Health
  + **G. Joseph Kilsdonk, Au.D.,** Administrative Director, Division of Education, Marshfield Clinic
  + **Amit Acharya, B.D.S.**, **Ph.D.**,Dental Informatics Scientist/Associate Research Scientist, Biomedical Informatics Research Center, Marshfield Clinic
  + **Sheila Stover, D.D. S.,** **M.S.**,Clinical Assistant Professor, Director Rural Outreach Programs, Marquette University Dental School

**● Session 11 Mental Health- Legacy Rm.**

* **Craig Wendorf, Ph. D.**, Department of Psychology, University of Wisconsin-Stevens Point, Panel Chair
  + **Harry Magee, M.D.** Psychiatrist. , University of Wisconsin-Stevens Point
  + **Terry Kaddatz, PsyD.**,Psychologist, Ministry Medical Group
  + **Amy Marcott, M.A. Ed.**, Division Coordinator of Community Programs, Portage County Health & Human Services Department

**● Session 12 Regional Cooperation- Encore Rm.**

* **Robert Wolensky, Ph.D.** Professor. Department of Sociology and Social Work. University of Wisconsin-Stevens Point. Panel Chair
  + **Heong P’ng, M.D.**, Medical Director, Spirit Medical Transportation, Ministry Health; Medical Director, Saint Claire Hospital Emergency Department, Wausau
  + **Keith Rice, Ph.D. and Doug Miskowiak, M.S.**,Geographic Information Center, University of Wisconsin-Stevens Point and **Adedayo Onitilo, M.D., MSCR.**, Oncology/hematology, Marshfield Clinic-Weston Center, Clinical Associate Professor, University of Wisconsin School of Medicine and Public Health
  + **Catherine Kolkmeier, M.S.**, Executive Director, La Crosse Medical Health Science Consortium
  + **Suzanne Matthews, Ph.D.**, Executive Director, Northern Wisconsin Area Health Education Center
  + **Russell D., Kashian, Ph. D.**, College of Business & Economics, University of Wisconsin-Whitewater

**3:30—4:40 p.m.**

**● Session 13 Featured Speaker II: Patrick Remington, M.D., M.P.H., “Can Rural Counties Rule in Health Rankings?" DUC Theatre** Professor, Department of Population Health Sciences and Associate Dean for Public Health, University of Wisconsin School of Medicine & Public Health

**4:35—5:15 p.m.**

**● Session 14 Conference Wrap Up—DUC Theatre**

* + Chancellor Bernie Patterson, UW-Stevens Point
  + Dean Chris Cirmo, College of Letters & Science, UW-Stevens Point
  + Dean Marty Loy, College of Professional Studies, UW-Stevens Point
  + Ed Miller, Department of Political Science. UW-Stevens Point
  + Robert Wolensky, Department of Sociology and Social Work. UW-Stevens Point

**Conference Planning Committee:**

* Edward J. Miller, Professor of Political Science, Co- Director, Center for the Small City
* Robert Wolensky, Professor of Sociology, Co-Director, Center for the Small City
* Christopher Cirmo, Dean of the College of Letters and Science
* Julie Smith, Director of Development, College of Letters and Science

**Conference Sponsors:**

* **University of Wisconsin-Stevens Pont Center for the Small City**
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