

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



NOSORH would like to invite you and your organization to be a sponsor for our fiscal year 2009 - 2010 and be recognized at our upcoming Annual Conference.

NOSORH is the membership organization of the 50 State Offices of Rural Health. Our mission is to promote the capacity of State Offices of Rural Health to improve health care in rural America through leadership development, advocacy, education, & partnerships.

Annual Conference



When: **November 1 – 19, 2009**

Where: **HILTON GARDEN INN**

Austin, TX

(512) 480-8181



For more information contact...

Theresa Cruz
(512) 936-6719

tcruz@orca.state.tx.us

Teryl Eisinger
(586) 739-9940

nosorhpd@comcast.net

Donna Pfaendtner
(586) 336-4627

dpanosorh@comcast.net

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



Annual Conference

November 18 - 19, 2009

Hilton Garden Inn

500 North IH 35
Austin, Texas
(512) 480-8181

Pre-conference Meetings:

Preparing for Tomorrow Today

Meet the Experts in Health Information Technology

Leadership Institute – Capstone Face to Face Workshop

November 17, 2009

Room Rate:

\$114 per night/ single occupancy
(ask for the NOSORH rate)

Reservation deadline:

October 17, 2009

Registration fees:

Annual Conference

\$150 (NOSORH Members & ORHP)

\$175 (Non-Members)

HIT Pre-Conference

\$100 (NOSORH Members & ORHP)

\$125 (Non-Members)

AGENDA (Draft)

WEDNESDAY, NOVEMBER 18, 2009

- 8:00 – 8:30 AM **BREAKFAST & Registration Buffet**
- 8:30 – 9:30 AM **Introductions – Welcome**
NOSORH Update Teryl Eisinger, NOSORH
President's Report Lynette Dickson – ND Office of Rural Health
What's up in Texas? Theresa Cruz, Texas Office of Rural Health
- 9:30 – 10:30 AM **Plenary Session:**
- National Health Care Reform – Focus on Rural Issues – Workforce, Equal Pay, Prevention **Dr. Joe Jarvis**
- 10:30 – 11:30 AM **Concurrent Sessions:**
- Tribal Health Issues
 - Medicare Stimulus - Where are We Now?
 - Medicare Recovery Audit Contractors – What SORH Need to Know
- 11:30 – 1:00 PM **AWARDS LUNCHEON**
- 1:00 – 2:00 PM **Concurrent Sessions:**
- Disaster Preparedness Lessons Learned: Impact on Rural Health Capacity and Infrastructure
 - General Surgery : Crisis in Rural America?
 - Model Recruitment Programs
- 2:00 – 2:30 PM **EXHIBITOR BREAK**
- 2:30 – 3:30 PM **Key Partnerships and Opportunities for SORH**
- 3:30 – 4:15 PM **Town Hall Meeting** – Sound Off and Speak Up for SORH and Rural America!
- 4:15 – 4:45 PM **NOSORH Business Meeting** - NOSORH Executive Committee
OPTIONAL GROUP DINNER & PHOTO (OFF-SITE)

THURSDAY, NOVEMBER 19, 2009

- 7:00 – 8:00 AM **BREAKFAST**
- 8:00 – 8:45 AM **ORHP Policy Update** - Tom Morris, Associate Administrator, Office of Rural Health Policy
- 8:45 – 9:30 AM **SORH Grant Program** – Keith Midberry, SORH Program Coordinator, Office of Rural Health Policy
- 9:30 – 10:15 AM **Key Policy Issues for SORH** – Bill Finerfock, Capitol Associates
- 10:30 – 11:00 AM **Break – Exhibitors and Technology Demonstrations**
- 11:00 – 12:15 PM **Educational Exchange Session – Breakouts**
- Financial Management for SORH
 - Making Your SORH Visible and Valuable to Stakeholders
 - Building Influence by Growing Partners
 - Building a Strong SORH Team
 - Steps to a Solid SORH grant Application
 - SORH Partnerships for Disease Prevention and Health Promotion: Health Initiatives in Rural Communities
 - Increasing Access to Care
- 12:15 – 1:15 PM **Luncheon**
- 1:15 – 2:15 PM **Leadership Institute Projects** – Leadership Candidates
- 2:15 – 3:15 PM **NOSORH Projects Update:**
- Model programs for Behavioral Health
 - Performance Measures Project
- 3:15 – 3:30 PM **WRAP – UP AND ADJOURN**

FOR MORE INFORMATION CONTACT:

Theresa Cruz
(512) 936-6719
tcruz@orca.state.tx.us

Donna Pfaendtner
(586) 336-4627
dpanosorh@comcast.net

Teryl Eisinger
(586) 739-9940
nosorhpd@comcast.net

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



HIT PRE-CONFERENCE

PREPARING FOR TOMORROW TODAY – MEET THE EXPERTS IN HEALTH INFORMATION TECHNOLOGY

TUESDAY, NOVEMBER 17, 2009

Target Audience: State Offices of Rural Health, rural network leaders, state Departments of Information Technology, Electronic Health Record specialists (including consultants and vendors), Federal agencies.

Objectives of the Summit – By the end of the Summit participants will be able to:

- Identify model programs which optimize economic stimulus funding to improve HIT
- Tap into the expertise of various public and private agencies striving to improve HIT
- Strategize models for collaboration
- Describe policy recommendations for improving HIT

7:30 – 8:00 AM **Continental Breakfast**

Opening Session

8:00 – 8:45 AM **Welcome, Opening Remarks – Framing the Issue: What Do We Mean by HIT?**
Alison Hughes, MPA

Opening Plenary: Health Care of the Future – New Technology for Patient Care
Colonel Ron Poropatich, MD, Director
Telemedicine and Advanced Technology Research Center

8:45 – 9:15 AM **The Health Information Exchanges Opportunity for Rural Communities**
Joe Brisson, Principle, HIT Associates

9:15 – 9:30 AM **Break**

Steps to the Future

9:30 – 10:30 AM **Resources and Initiatives for HIT**
Neal Neuberger, President, Health Technology Strategies, LLC

10:30 – 11:30 PM **Integrating Telemedicine and HIT**
Dena Puskin, Ph.D., Director, HRSA Office for the Advancement of Telehealth

11:30 – 12:30 PM **Networking Lunch**

Lessons Learned and Model Projects

12:30 – 1:30 PM **The FCC Rural Health Care Pilot Program and USAC : What We Need To Know**
Bill England, Vice-President, Rural Health Care Division, USAC

1:30 – 3:00 PM **Panel & Facilitated Discussion: How Shale We Collaborate**
Association of State Chief Information Officers (invited)
Michael McNeely, Project Officer, Office of Rural Health Policy
National Rural HIT Coalition (invited)
National Cooperative of Health Networks Association
Rebecca Davis, Ph.D., Executive Director

3:00 – 3:15 PM **Break**

3:15 – 4:15 PM **State Stories - Report on Lessons and Model Projects (open discussion format: How have you worked to move HIT forward?)**

4:15 – 4:30 PM **Putting Information into Action: Wrap up and adjourn**

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



Organizational Sponsorship Opportunities

The following details the opportunities available to showcase your organization through sponsorship of NOSORH and exhibit during the conference. All opportunities are on a first-come, first-served basis. Your organization's commitment and payment or purchase order will secure your space and exposure benefits.

Platinum Sponsor (\$10,000+)

Your organization may address the membership for at least 30 minutes on the topic "Partnership Opportunities for SORHs". Two representatives will be permitted attendance to the conference with no registration fee. Your organization will be prominently displayed in the meeting materials with a brief bio and listed on the NOSORH website. Your table will be located in a favored location with access to the NOSORH membership. Your table can be used to display marketing materials and can be staffed by representatives of your organization. Your organization will be invited to a focus group with the Executive Committee to discuss opportunities in building collaboration with SORHs. Your organization also receives a 1 ½ hr complimentary webinar to address NOSORH members on a pre-approved topic. In addition your organization will be recognized at the membership dinner. Conference paraphernalia including room keys and bags or binders will include your logo.

Gold Sponsor (\$5,000+)

One representative will be permitted attendance to the conference with no registration fee and will be given the option of one additional representative for a \$200 registration fee. Your organization will be displayed in the meeting materials and listed on the NOSORH website. Your table can be used to display marketing materials. In addition your organization will be recognized at the membership dinner. Conference paraphernalia including bags or binders will include your logo.

Silver Sponsor (\$2,500+)

One representative will be permitted attendance to the conference with no registration fee and will be given the option of one additional representative for a \$200 registration fee. Your organization will be given recognition in the meeting materials and listed on the NOSORH website. Your table can be used to display marketing materials.

General Sponsor (minimum of \$1,500)

One representative will be permitted attendance to the conference with no registration fee. Your organization will be given general recognition in the meeting materials. Your table can be used to display marketing materials.

Sponsor Benefits Chart

Sponsorship Level	Conference paraphernalia	Presentation	Invitation to Focus Group w/ Executive Committee	1 ½ hr. webinar	Complimentary Conference Registration	Display Table	Recognition during conference event or meal	Recognition in Conference Materials	Website listing
Platinum	Room key, bag	30 minutes	X	X	2	In favored location	X	Full page brief bio	X
Gold	Bag	15 minutes			1	X	X	½ page	X
Silver					1	X		¼ page	X
General					1	X		General	

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



Organizational Sponsorship Opportunities *(Guidelines)*

Table Display

Each Table Display will receive:

- One conference registration
- Up to 2 representatives (as indicated by sponsorship level)
- 6" table space during the conference (note: ceiling height is 8')
- Skirted table with 2 chairs
- ID sign (8.5" H x 11" W)
- Recognition in the conference materials

Digital Submission

All logos must be submitted as digital files and may be sent on disc or emailed. Artwork for print can be submitted in the following formats: EPS, TIFF, and JPEG, OR PDF. Resolution for jpg files must be 240 dpi or greater. Files may be received in their original formats (PC only) using the following software packages: Photoshop, Illustrator and Corel Draw. All fonts should be converted to paths or necessary font should be submitted with the artwork.

Artwork must be submitted by: October 1, 2009

Sponsor Display Rules & Regulations

ASSIGNMENT OF SPACE: Space assignments will be based on level of sponsorship and on a first-paid, first-served basis. NOSORH reserves the right to make such changes to the floor plan of displays as may be deemed necessary.

SPONSORSHIP FEES AND PAYMENT: Applications will NOT be processed or space assigned without the required payments or purchase order. All applications must be accompanied by either full payment or purchase order and paid within 30 days of receipt of invoice. Receipt of payment does not obligate NOSORH to accept a contract as binding. NOSORH retains the option of returning funds.

CANCELLATION: Cancellation of sponsorship space must be directed in writing to NOSORH, 44648 Mound Rd., #114, Sterling Heights, MI 48314 or email to dpanosorh@comcast.net.

INSTALLATION AND DISMANTLING:

Monday, November 16, 2009 – after 4:30 pm (Display set-up)
Thursday, November 19, 2009 – after 4:00 pm (Display dismantle)
Times subject to change upon notification by NOSORH

SHIPPING: Approximately 15 days prior to the conference NOSORH will send each sponsor a confirmation with conference information and shipping instructions needed during the installation and removal of displays.

Hotel Information: Hilton Garden Inn is providing special group rates for the participants of the NOSORH conference.

The discounted rates are offered through October 17, 2009.

Rates: \$114 per night

Hilton Garden Inn | 500 North IH 35 | Austin, TX 78701 | (512) 480-8181

To reserve your hotel accommodations, please call the hotel's reservation line at (512) 480-8181. To receive the special discounted rate, be sure to indicate that you are attending the NOSORH Annual Conference.

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH

SPONSORSHIP APPLICATION

- Sponsorship** - Please refer to the Sponsorship Opportunities section Sponsored Amount: \$ _____
- Platinum (\$10,000) Gold (\$5,000+) Silver (\$2,500+) General (less than \$2,500)

Exact name of organization for listing and signage (text only – no logos)

DISPLAY INFORMATION

- Electric hook-up Internet connection (additional charges) Other _____

Submission of this application to exhibit implies consent to the items, conditions, and regulations governing exhibits of the Conference published in the Prospectus. The Sponsor agrees to abide by all rules, requirements, restrictions, and regulations as set forth in the Prospectus and as may be specially designated by Conference Management. Failure to abide by such rules and regulations results in forfeiture of all monies paid by or due from Exhibitor.

Total: \$ _____

METHOD OF PAYMENT

- Check (Make payable to NOSORH) - NOSORH does not accept credit cards for payment
- Purchase Order, payable within 30 days of receipt of invoice

CONTACT PERSON INFORMATION *(please print or type)*

First Name	Last Name	Email
Organization	_____	_____
Address 1	_____	_____
Address 2	_____	_____
City	_____	State _____ Zip/Postal _____
Phone	_____	Fax _____

Brief one or two sentence description of services/products offered by your organization:

NATIONAL ORGANIZATION OF STATE OFFICES OF RURAL HEALTH



Pre-conference Meeting:
Preparing for Tomorrow Today
Meet the Experts in Health Information Technology

November 17, 2009



Annual Conference

November 18 - 19, 2009



Conference Registration
 Hilton Garden Inn | Austin, TX | (512) 480-8181

PLEASE TYPE OR PRINT LEGIBLY (Please complete one form per person)

First Name: _____

Name on Badge (as you prefer on the badge) _____

Last Name: _____

Title: _____

Organization: _____

Address 1: _____

Address 2: _____

City: _____ State: _____ Zip/Postal: _____

Phone: _____ Fax: _____

Email: _____

CONFERENCE REGISTRATION FEES

Sponsor (additional representative) - **\$300**

MEAL OPPORTUNITIES (Please assist us in making an accurate meal count, indicate which meals you plan to attend)

Special Meal Requirements: Vegetarian Gluten Free Other _____

Tuesday, November 17, 2009	Wednesday, November 18, 2009	Thursday, November 19, 2009
<input type="checkbox"/> Breakfast	<input type="checkbox"/> Breakfast	<input type="checkbox"/> Breakfast
<input type="checkbox"/> AM Break	<input type="checkbox"/> AM Break	<input type="checkbox"/> AM Break
<input type="checkbox"/> Lunch	<input type="checkbox"/> Lunch	<input type="checkbox"/> Lunch
<input type="checkbox"/> PM Break	<input type="checkbox"/> PM Break	

OPTIONAL GROUP ACTIVITIES

Tuesday, November 17, 2009	Wednesday, November 18, 2009
<input type="checkbox"/> Pre-conference: Preparing for Tomorrow Today	<input type="checkbox"/> Optional Group Dinner (location and cost TBD)
<input type="checkbox"/> Reception (<i>no charge</i>) and 6 th Street Stroll (<i>expenses on own</i>)	

TOTAL DUE: \$ _____

*Please make checks payable to: NOSORH
 Payable by mail or on-site at the meeting*

Please send this completed form with payment to NOSORH, 44648 Mound Rd., #114, Sterling Heights, MI 48314
 Phone: 586-336-4627 | Fax: 586-336-4629 | Email: dpanosorh@comcast.net