

Marriott Bethesda Downtown at Marriott HQ  
Grand Ballroom (Second floor)  
7707 Woodmont Avenue Bethesda, Maryland 20814  
(Closest Metro Stop: Bethesda Metro Station  
7450 Wisconsin Ave, Bethesda, MD 20814)

**Thursday, October 24, 2024**

**8:00 a.m. – 9:00 a.m.**

**Gather and Greet**

9:00 a.m. – 9:15 a.m.

**Welcome and Introductory Remarks**

**Tom Morris**

*Associate Administrator*

Federal Office of Rural Health Policy

Health Resources and Services Administration

**Diane Hall**

*Director, Office of Rural Health*

Centers for Disease Control and Prevention

**Alan Morgan**

*Chief Executive Officer*

National Rural Health Association

**Cara James**

*President and Chief Executive Officer*

Grantmakers In Health

9:15 a.m. – 10:00 a.m.

**The Rural-Urban Dynamic: Differences, Interdependencies, and Disconnects**

There continues to be interest in the American rural-urban dynamic and what we know about the differences between these places and how that impacts policy efforts. Tony Pipa, who leads the Brookings Institution's "Reimagining Rural Policy initiative," will explore these issues and what is unique to rural places and how that plays out in policymaking and can inform decisions by public and private funders. His presentation will put that in a current for this unique moment in time and what that may mean heading into 2025.

**Tony Pipa**

Senior Fellow, Center for Sustainable Development/Brookings Institution

10:00 a.m. – 10:30 a.m.

**Group Reaction to Current Rural-Urban Dynamic**

***Moderator:*** Cara James, Grantmakers In Health

**Sheldon Weisgrau**

Missouri Foundation for Health

**Ky Lindberg**

Georgia Health Initiative

10:30 a.m. – 11:00 a.m.

**Break and Informal Networking**

*Public-Private Collaborations in Rural Health*  
*Annual Meeting of the Rural Health Philanthropy Partnership*

11:00 a.m. –11:45 a.m.

**Innovation in Rural Health Leadership Development and Capacity Building**

Few members of the health care community in rural areas wear just one hat. With multiple responsibilities, rural health and community leaders often face challenges finding the time and resources to enhance their leadership skills and expand their ranks. This session focuses on two examples of ground-up leadership models. Lynn Barr will discuss how the Barr-Campbell Family Foundation provides scholarships for promising rural leaders to get a Master's in Public Health from the University of California at Berkeley. Benjamin Anderson will explain the genesis of Rural Recruitment Re-Imagined, an effort to develop the next generation of medical and administrative leaders in rural communities.

***Moderator:** Alan Morgan, National Rural Health Association*

**Lynn Barr**

Barr-Campbell Family Foundation

**Benjamin Anderson**

Hutchinson Regional Healthcare System

11:45 a.m. – 1:00 p.m.

**Lunch (Networking)**

*Lunch is on your own*

1:00 p.m. – 1:45 p.m.

**State, Philanthropy, and Community Partnerships**

When foundations partner with states, they can help expand services and deepen impact. This discussion provides two examples of this important collaboration. Julia Wacker will discuss how the Duke Endowment-funded CaroNova is working with state partners in North and South Carolina to enhance child and adolescent behavioral health. Ashley Stewart of The Rapides Foundation will focus on how the foundation helped expand access to much needed early childhood education programs in rural Louisiana.

***Moderator:** Brandon Brook, National Rural Health Foundation*

**Julia Wacker**

CaraNova on behalf of the Duke Endowment

**Ashley Stewart**

Rapides Foundation

1:45 p.m. – 2:15 p.m.

**Break and Informal Networking**

*Public-Private Collaborations in Rural Health*  
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2:15 p.m. – 3:15 p.m.

**CMMI – What’s a Hackathon? (Come Find Out)**

The Centers for Medicare and Medicaid Innovation (CMMI) tried a new approach to community engagement this summer by hosting the 2024 Rural Health Hackathons. This participatory approach empowered rural health teams to come together, discuss rural health issues, and propose new solutions. Hear from CMMI’s M.G. Simonton and Kate Davidson on why CMMI took this approach, how it worked, and where they go from here. Hackathon participant Mark Holmes of the North Carolina Rural Health Research Center will also offer his perspective.

***Moderator:*** *Diane Hall, Centers for Disease Control and Prevention*

**Mary Greer Simonton and Kate Davidson**

Learning and Diffusion, CMMI

**Mark Holmes**

Cecil G. Sheps Center for Health Services Research

3:15 p.m. – 4:00 p.m.

**Intractable Challenges and Creative Solutions for Rural Communities**

Rural health discussions often focus on the challenges and difficulties of increasing access to care and improving outcomes. This session will focus on two foundations that used an asset-focused approach to addressing long-standing rural health challenges. Kevin Lambing of the TLL Temple Foundation convened a group of rural hospital leaders who bucked the odds to offer robust maternal and obstetric services and provided a path for others to follow. Kim Tieman of the Benedum Foundation took on oral health through a long-term initiative that spurred some unconventional thinking about how to change the dynamic on this ongoing challenge in West Virginia.

***Moderator:*** *Tom Morris, Federal Office of Rural Health Policy*

**Kevin Lambing**

Temple Foundation

**Kim Tieman**

Claude Worthington Benedum Foundation

4: 00 p.m. – 4:45 p.m.

**2025 Preview: Potential Areas of Interest**

As we look to next year, hear about some of the initiatives planned for 2025 from the Federal Office of Rural Health Policy, National Rural Health Association, Grantmakers in Health, and the Centers of Disease Control and Prevention Office of Rural Health.

**Tom Morris**

Federal Office of Rural Health Policy

**Cara James**

Grantmakers In Health

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**Alan Morgan**  
National Rural Health Association

**Diane Hall**  
Centers for Disease Control and Prevention

4:45 p.m. — 5:00 p.m.

**Day 1 Wrap-Up**

**Diane Hall**  
Centers for Disease Control and Prevention

**5:00 p.m.**

**Meeting Adjourns for the Day**

Friday, October 25, 2024

9:00 a.m. – 9:15 a.m. **Welcome Back and Context Setting for Day 2**

**Tom Morris**

Federal Office of Rural Health Policy  
Health Resources and Services Administration

9:15 a.m. – 10:30 a.m.

**Engagements in Rural Health with Federal Partners\***

This session will provide time for attendees to meet with representatives from several federal agencies that have programing related to rural health. These informal conversations are an opportunity to identify areas of potential collaboration, discuss strategies to address health disparities, and explore ways to improve health care access in rural communities.

*\*Three 20-minute sessions federal representatives will be the same for each session.*

**Appalachian Regional Commission**

**Delta Regional Authority**

**Department of Agriculture**

**Department of Education**

**Department of Health and Human Services:**

Agency for Health Care Research and Quality  
Assistant Secretary for Policy and Evaluation, HHS  
Centers for Disease Control and Prevention  
Centers for Medicare & Medicaid Services  
Health Resources and Services Administration  
Indian Health Service  
National Institutes of Health  
Substance Abuse and Mental Health Services Administration

**Environmental Protection Agency**

10:30 a.m. – 11:00 a.m. **Break and Informal Networking**

11:00 a.m. – 12:00 p.m.

**Rural Community Engagement and Capacity Building**

Any successful rural health initiative starts at the community level. Linking stakeholders in small communities spread across large geographic areas around a common goal and building the capacity to then carry out the needed actions are not without their challenges. This session features two current initiatives addressing different parts of this dynamic. Pennie Foster-Fishman will talk about how a project funded by the Michigan Endowment for Health enhanced an existing regional partnership to engage more than 300 rural health stakeholders. This effort developed a shared-priorities

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framework to focus on upstream prevention activities that translated into a spate of new activities across Northern Michigan. Amy Elizondo of the National Rural Health Association will talk about a new and expanding effort to build capacity in high-need rural communities by embedding coaches in a rural organization for a year-long effort to help with strategic planning, partnership enhancement while also helping to identify funding and other resources to meet local needs.

***Moderator:*** *Ann Rodgers, Grantmakers In Health*

**Pennie Foster-Fishman**

On Behalf of the Michigan Endowment for Health

**Amy Elizondo**

National Rural Health Association

12:00 p.m. – 12:30 p.m.

**Key Takeaways and Continuing the Conversation**

**MEETING ADJOURS**