



NIHCM

Transforming Health Care Through
Evidence and Collaboration

Health in Rural America: Innovative Solutions to Address Disparities

Webinar Agenda
November 13, 2019

2:00 p.m. – 3:30 p.m. ET

1:00 p.m. – 2:30 p.m. CT

12:00 p.m. – 1:30 p.m. MT

11:00 a.m. – 12:30 p.m. PT

2:00 – 2:05 Welcome

Kathryn Santoro, MPP, Director of Programming, NIHCM Foundation

2:05 – 2:20 Rethinking Rural Health: CMS' Efforts to Improve Health Care in Rural America

Cara James, PhD, Director of the Centers for Medicare & Medicaid Services (CMS) Office of Minority Health (OMH), and co-chair of the CMS Rural Health Council

2:20 – 2:35 Initiatives to Address Health Care Delivery Challenges in Rural Arkansas

Mark Jansen, MD, Chief Medical Officer, Arkansas Blue Cross and Blue Shield

2:35 – 2:50 Small Towns, Big Solutions: The Future of Health Care for Rural Texas

Bob Morrow, MD, MBA, Texas Market Strategy President, Health Care Service Corporation

2:50 – 3:05 Maternal Care in Rural America

Carrie Henning-Smith, PhD, MPH, MSW, Assistant Professor, Division of Health Policy and Management, University of Minnesota

3:05 – 3:30 Audience Questions & Answers