

2015 1ST Annual
HEALTH & TRANSPORTATION
Conference



Get
Link'd

HEALTH & TRANSIT

*Partnering to improve health
access in Missouri.*

OCTOBER 13-14, 2015

*Visit our website at
www.morha.org*

2412 Hyde Park Rd., Suite B
Jefferson City, MO. 65109



Why Attend the



1. Are you interested in **gaining new ideas and techniques** for addressing transportation to improve healthcare access?
2. Would you like an **opportunity to network and connect with others** who are interested in improving access to healthcare?
3. Do you need some **creative ideas for partnering** with local transportation providers or healthcare systems?
4. Would you like to **connect with individuals who can share insight** into the challenges of patients requiring transportation to keep healthcare appointments?
5. Do you know **what it really costs your organization financially** when a patient does not keep their health appointment due to transportation barriers?
6. Transportation barriers and improving healthcare access are something healthcare providers across Missouri struggle to address. Are you interested in **connecting with others to share ideas or develop local systems** that might work for you?
7. Are you interested in **improving productivity**?
8. Would you like **face to face time with transportation and healthcare professionals** trying to address transportation barriers to accessing healthcare?
9. Would you like to **learn some new strategies** that are working for others?
10. Being around like-minded people is inspirational and refreshing. Do you need some **inspiration for addressing the difficult challenges** related to healthcare access?

If you answered yes to any of these questions, then the Get Link'd Conference is the conference for you! Designed to bring healthcare AND transportation professionals together in one setting, Get Link'd will provide you with an interactive environment that covers a wide range of topics to motivate, inspire and challenge you to partner locally to improve access to care through local public transportation and private transportation partners. At this conference you will hear from healthcare professionals about the impact transportation has on patient outcomes, the cost of no shows and inappropriate emergency room utilization, and the role of managed care in improving healthcare access. You will hear from transportation providers, including public transportation and emergency medical service providers, about the role they are playing in improving preventive and primary care and how a pilot in south central Missouri is making a huge difference in access to healthcare.

Missouri's HealthTran initiative, a 10-county pilot project, in South Central Missouri was selected as one of 16 pilots nationally by the National Center for Mobility Management (NCMM) to participate in a Design Challenge to improve access to healthcare through public/private transportation partners. Attend Get Link'd to learn more about this initiative as well as hear from NCMM on the other 15 pilots.

Do not miss this first-time conference that is packed with valuable sessions and networking opportunities for healthcare and transportation professionals. Local community leaders and policy makers are encouraged to attend as well as healthcare and transportation decision-makers and management personnel. The Get Link'd conference is sponsored by the Missouri Rural Health Association.

Conference

LODGING RESERVATION INFORMATION



CAPITOL PLAZA HOTEL

www.capitolplazajeffersoncity.com

WELCOME TO JEFFERSON CITY

Upon arriving in Jefferson City, visitors are captivated by the majestic Missouri River and tree lined bluffs. Missouri's capital city, Jefferson City's beauty shines not only through its natural landscape, but also through the many historic buildings and special landmarks. The Missouri State Capitol, Supreme Court Building, Governor's Mansion and charming Downtown are just a few of the architectural treasures that anchor this unique community, a real gem tucked away in the heart of the nation. Aside from the many museums to explore, fine cuisine, quaint boutiques and beautiful parks are just waiting to be discovered. Come see for yourself why Jefferson City was chosen as "America's Most Beautiful Small Town!"

Please visit our website at www.visitjeffersoncity.com to find out more about restaurants and things to do.

The Get Link'd Conference is a great opportunity for your company to network with all of our attendees and to promote your services and products. We appreciate your support and interest in our organization and look forward to an ongoing relationship with you as health and transit continues to emerge as a state and national priority. Please contact our office with any questions at 573-632-2700 or by email at pam@cabllc.com

REGISTRATION

All MRHA Registrations with credit card payments can be entered online.

Visit the MRHA website @ www.morha.org and click on 2015 Get Link'd Conference for information, registration materials , downloadable forms, and links. Please Note: All Registrations require payment at time of registration.

LOCATION & DIRECTIONS

Hotel Address

Capitol Plaza Hotel - Jefferson City
415 W. McCarty St.
Jefferson City, MO 65101

Driving Directions To The Capitol Plaza Hotel and Convention Center

From St. Louis to Jefferson City:

Take I-70 west to the Kingdom City exit #148 (Highway 54). At the stoplight, turn left onto Highway 54 West. Follow Highway 54 to Jefferson City. When entering Jefferson City, you will cross the Missouri River Bridge. Proceed in the right lane and stay to the right for the McCarty Street Exit. At the light, make a left on McCarty. The hotel is ahead two blocks on the right hand side of the street.

From Kansas City To Jefferson City:

TAKING HIGHWAY 50 Take Highway 50 east into Jefferson City. Turn left onto Missouri Boulevard and proceed in the right lane. Turn right onto McCarty Street at the first light. The hotel entrance is on the right.

TAKING I-70 Take I-70 East to the Highway 63 South exit in Columbia. Turn right and take 63 South approximately 30 minutes to Highway 54 West. Follow Highway 54 to Jefferson City. When entering Jefferson City, you will cross the Missouri River Bridge. Proceed in the right lane and stay to the right for the McCarty Street Exit. At the light, make a left on McCarty. The hotel is ahead two blocks on the right hand side of the street.

From Columbia To Jefferson City:

Take Highway 63 South to Highway 54 West. Stay in the exit lane to the right. Follow Highway 54 to Jefferson City. When entering Jefferson City, you will cross the Missouri River Bridge. Proceed in the right lane and stay to the right for the McCarty Street Exit. At the light, make a left on McCarty. The hotel is ahead two blocks on the right hand side of the street.

From Springfield To Jefferson City:

Take I-44 East to Lebanon exit (Highway 5 North). Turn left onto Highway 5. Stay on Highway 5 into Camdenton and make a right onto Highway 54 East at the first light. Once in Jefferson City, take the Missouri Blvd. (Business 50) exit to right. Turn right onto Missouri Boulevard and take another right onto McCarty Street at the second light. The hotel entrance is on the right.

PRELIMINARY Agenda 2015

GET LINK'D CONFERENCE

OCTOBER 13-14, 2015

TUESDAY, OCTOBER 13		
8:00 a.m. - 3:00 p.m.	Registration	
8:00 a.m. - 9:30 a.m.	Exhibitor and Bus Displays Set Up	
9:30 a.m. - 9:45 a.m.	WELCOME GETTING LINK'D: The Intersection between Healthcare Access and Transportation Presenters: Doris Boeckman, Executive Director, Missouri Public Transit Association Suzanne Alewine, MRHA Executive Director, Missouri Rural Health Association	
9:45 a.m. - 10:45 a.m.	OPENING PLENARY PANEL Pairing Health and Transportation for Rides to Wellness Presenters: Ryan Barker, Vice President of Health Policy, Missouri Foundation for Health Susan Wilson, Chief Operating Officer, Missouri Primary Care Association Brock Slabach, National Rural Health Association	
10:45 a.m. - 11:15 a.m.	BREAK: Visit Vendors in Exhibit Area	
11:15 a.m. - 12:15 p.m.	PLENARY: The Access to Care Tsunami has Arrived Presenter: Edgar H. Benning, General Manager, Mass Transportation Authority, Flint, MI	
12:15 p.m. – 1:30 p.m.	Exhibitor Expo and Lunch on Your Own	
1:30 p.m. – 2:45 p.m.	BREAK OUT SESSIONS	
	RIDES TO WELLNESS Design Challenge Grantee Models – 16 sites funded nationally for innovative health care and transportation partnerships. Presenter: Judy Shanley, National Center for Mobility Management	MO-RIDES Innovative pilot linking people to rides through Mobility Management. Presenter: Deanna Dothage, Boonslick Regional Planning Commission
2:45 p.m. - 3:15 p.m.	Refreshment BREAK: Exhibitor Expo	

PRELIMINARY **Agenda** 2015

3:15 p.m. - 4:30 p.m.	BREAKOUT SESSIONS		
	<p>Health and Mobility from the Consumer Perspective Patients are challenged with accessing care when they are most vulnerable. How significant is problem? What are we doing to address it?</p> <p style="text-align: center;">Presenter: Adella Jones, Home State Health Plan</p>	<p style="text-align: center;">COST OF A MISSED APPOINTMENT Can you afford not to address non- emergency medical transportation?</p> <p style="text-align: center;">Presenter: Cathy Jennings, Medical Revenue Solutions</p>	<p style="text-align: center;">EMS: A new Identity in Rural Missouri Learn the real meaning of an ounce of prevention.</p> <p style="text-align: center;">Presenter: James McGee, Director, South Howell Ambulance District</p>
4:30 p.m. - 5:00 p.m.	Exhibit Refreshments and Drawing - Must be Present to Win Attendees – Be sure to BRING BUSINESS CARDS for vendor drawings.		
5:00-5:45	BUS LOADS FOR SOCIAL EVENT (2 BUSES-LAST LEAVES AT 5:45)		
5:30-8:30	SOCIAL EVENT: FISCHER FARM & PUMPKIN PATCH		
8:30-9:00 PM	BUS LOADS FOR RETURN TO HOTEL (2 BUSES-LAST LEAVES AT 9:00)		
WEDNESDAY, OCTOBER 14			
7:30 a.m. - 10:00 a.m.	Registration		
7:30 a.m. - 8:30 a.m.	BREAKFAST & ANNOUNCMENTS Breakfast Round Tables		
8:30 a.m. – 10:00 a.m.	BREAKOUT SESSIONS		
	<p style="text-align: center;">HEALTHTAN Getting Link'd to improve healthcare access through transportation – Missouri’s Design Challenge Grantee</p> <p style="text-align: center;">Presenters: Doris Boeckman, Executive Director, Missouri Public Transit Association; Mary Gordon, HealthTran Project Director; Gwen Martin, CEO, Evalytics</p>	<p style="text-align: center;">Telehealth: Reducing Barriers to Care through Telehealth How it effects rural medicine. How do you get started? Informative tools and information to develop a plan of action.</p> <p style="text-align: center;">Presenter: Rachel Mutrux, University of Missouri</p>	<p style="text-align: center;">Increasing Access through Message Development The Three Legged Stool – a tool to assist organizations in developing and communicating their message.</p> <p style="text-align: center;">Presenter: Connie Farrow, CEO, Farrow Communications, LLC</p>
10:00 a.m. - 10:15 a.m.	Refreshment Break		

PRELIMINARY **Agenda** 2015

<p>10:15 a.m. - 11:30 a.m.</p>	BREAKOUT SESSIONS		
	<p style="text-align: center;">DRVS</p> <p>Using data to make informed decisions to improve healthcare quality.</p> <p style="text-align: center;">Presenter: Susan Wilson, Chief Operating Officer, Missouri Primary Care Association</p>	<p style="text-align: center;">Grouping & Flagging Patients for Transportation Support:</p> <p>Tracking and flagging patients for transportation in the healthcare electronic health system in improve kept appointments and access to care.</p> <p style="text-align: center;">Presenters: Suzanne Smith and Stephanie Taylor, Health Care Collaborative</p>	<p style="text-align: center;">Marketing Strategies to Improve Outcomes</p> <p>Reach your target audience, increase encounters, and measure success. Creating new partnerships between health and transportation. WIN Together!</p> <p style="text-align: center;">Presenter: Tonia Wright, CEO, Grace Advertising and Consulting</p>
<p>11:30 a.m.</p>	<p>THANK YOU FOR ATTENDING THE 1ST ANNUAL GET LINK'D HEALTH AND TRANSIT CONFERENCE. We hope you enjoyed the experience and take away new tools for the tool bag!</p>		



2015 1ST Annual HEALTH & TRANSPORTATION Conference



FISCHER FARMS PUMPKIN PATCH AND CORN MAZE

Fischer Farms Pumpkin Patch and Corn Maze is a family farm located in North Jefferson City, Missouri. They have a 10 acre corn maze, animals, (Clydesdale, horses, pigs, rabbits, calves, turkeys, chickens, etc.) hayrides, fresh produce (when in season), 40+ acre pumpkin patch, squash, gourds, straw, mums, & corn stalks.



LOCATION: 1905 Mokane Rd (take JC Airport exit, go past Hoods (TNT), take a left onto Mokane Road (old bottom road by the JC Sandplant) go 1 1/2 miles to farm on the left)



GENERAL INFORMATION

Phone: 573-636-0450 or 573-694-7670

Email: FISCHERGRAINFARM@AOL.COM

Website: www.cornfieldmaze.com

Check out great places to eat & visit.
Go to www.visitjeffersoncity.com to find out more.



- PUMPKINS
- CORN MAZE
- MUSIC
- HAYRIDES

<https://www.facebook.com/pages/FISCHER-FARMS-PUMPKIN-PATCH-CORN-MAZE>

General INFORMATION



2015 1ST Annual HEALTH & TRANSPORTATION Conference

The First Annual Get Link'd Health & Transit Conference will be held in Jefferson City, Missouri on October 13-14, 2015, is co-sponsored by the Missouri Rural Health Association and the Missouri Public Transit Association in partnership with HealthTran. Conference registration includes a complimentary 2015 membership to the Missouri Rural Health Association for Attendees and Exhibitors.

Attendee (Non-Vendor)/Guest Registration: To register as an Attendee (Non-Vendor) fill out the appropriate form included in this brochure OR pay on-line @ www.morha.org. You may send the completed form by email to pam@cabllc.com, or fax to 573-632-6678 or Mail form with Check Payable to MRHA, 2412 Hyde Park Rd., Suite B, Jefferson City, MO. 65109.

Guest (Attendee & Exhibitor): Guests are welcome to attend meals and social events that are also included on the registration form. Tickets must be purchased prior to the deadline date. There are no reduced pricing due to age of guest. All guest (s) must accompany a registered attendee. NO Tickets will be available for purchase during conference.

Vendors/Exhibitors: Select from advertising, sponsorship, and exhibiting along with networking opportunities throughout the event. There are multiple ways for vendors to connect and network with Get Link'd Health & Transit Conference attendees. Review the available sponsorship(s) and advertising that would best display your company or call us to create a Corporate Package for you.

Program advertising offers a variety of options. Space is limited. Please submit all advertisements in PDF, JPG, TIFF or EPS formats by deadline, September 25, 2015.

Exhibit booth package includes a skirted table, seating, and full conference privileges for one vendor. Vendors may purchase additional booth representative/No Table registrations, which also includes full conference privileges. Limited Outdoor space for bus/van/booth packages also available.

Vendors drawings will be held Tuesday, exhibitors are asked to donate a gift or prize for vendor drawings which will be held prior to exhibit dismantling. MRHA have requested attendees to share business cards for the drawing.

Be-Seen Banners, 2' x 8' banners will hang in the atrium of the Capitol Plaza Hotel, in full view of attendees throughout the conference.

Exhibitor Registration: Please review the Exhibitor & Sponsorship Opportunities page, then fill out the Exhibitor & Sponsorship Registration form included in this brochure.

AV, Electrical or Special Requests: To add electricity or AV to your booth, contact Lorie Jaegers at 573-638-2313 or by email at lorie.jaegers@jqh.com with the Capitol Plaza Hotel, Jefferson City, Missouri, and reference the Get Link'd Health & Transit Conference.

Shipping and Receiving Information for Exhibitors: Due to limitations in secured storage space, the Hotel will only accept packages as follows: Boxes/packages may be sent for arrival a maximum of 24 hours prior to group arrival and will be marked with the responsible party's name, Group name, plus "Hold for arrival on (date)". Hotel will not be responsible for any shipping charges, damages or loss to any packages or boxes. Please note the Hotel does not accept large pallet deliveries.

To make hotel reservations online, follow these steps:

Visit our website at www.morha.org and click on the Hotel link for direct access to the hotel registration sight.

Put in dates of stay and click "book now." Click "Enter your access or promotional code." Click on "GROUP" code and enter the code: 151012GET_001. Reservations must be confirmed no later than Saturday, September 12, 2015 in order to guarantee the group rate.

Payments: Register online with credit card at www.morha.org or mail form(s) with Check Payable to MRHA, 2412 Hyde Park Rd., Suite B, Jefferson City, MO. 65109. All registrations require payment at time of registration.

Refund Policy: Full refund of fees, minus a \$50 processing fee will be made if written notice of cancellation of registration is received by October 1, 2015. No refunds will be made after the date of October 1, 2015, as costs have already been incurred. All refunds will be handled through the MRHA office after the conference revenues have been reconciled. (after November 1, 2015)

Registration must be received by the deadline date of September 25, 2015 to insure processing time, prior to conference date. Any Registrations received after September 25, 2015 will be handled as on-site registrations.

PLEASE SHARE THIS INFORMATION WITH ALL YOUR CONTACTS AND VENDORS TO SPREAD THE WORD! YOUR HELP AND SUPPORT ARE GREATLY APPRECIATED AND WE HOPE YOU WILL BE ABLE TO JOIN US FOR THIS GREAT FIRST TIME EVENT.



2015 1ST Annual HEALTH & TRANSPORTATION Conference

OCTOBER 13-14, 2015

REGISTRATION DEADLINE: September 25, 2015

Partnering to improve health access in Missouri.

Attendee (Non-Vendor) Registration –

Registration includes all education & training agenda items, social events, & planned meals AND complimentary membership to Missouri Rural Health Association for 2015!

Missouri Rural Health Association Membership Category

Student Individual/Retiree Organization

Attendee Name: _____

Agency/Firm or Organization Name: _____

Street Address: _____ City: _____ State: _____ Zip Code: _____

E-Mail: _____ Web Address: _____

Phone: _____ Fax: _____

To help plan for food and transportation check if attending social event.

- \$175 Conference Registration ___ Yes attending
- \$125 Presenter attending full Conference ___ Yes attending
- Complimentary Presenter attending day of workshop only ___ Yes attending

Guest of registered conference attendees must purchase a ticket to attend meals and social event. Guest are not considered conference attendees and do not attend workshops. The fee below is MRHA cost per person. There is no reduced pricing due to age of guest.

Guest Names: _____

FILL IN NUMBER ATTENDING FOR EACH EVENT

- \$35 TUESDAY SOCIAL EVENT
- \$22 WEDNESDAY BREAKFAST BUFFET

TOTAL DUE \$ _____

Registration must be received by the deadline date of September 25, 2015 to insure processing time, prior to conference date. Any Registrations received after September 25, 2015 will be handled as on-site registrations.

NOTE: Payment due at time of registration. Credit Card payments available with on-line registration/ mail in registrations require check.

THANK YOU FOR ATTENDING THE 1st ANNUAL GET LINK'D CONFERENCE!

Missouri Rural Health Association 2412 Hyde Park Road, Suite B, Jefferson City, MO 65109

www.morha.org PHONE: 573-634-4314 or E-Mail: pam@cablrc.com



SPONSORSHIPS

TUESDAY SOCIAL EVENT : FISCHER FARMS

EACH EVENT - \$600 EACH

Join the fun of an Old Fashioned Hay Ride, Corn Maze and good Music around the bonfire. Stroll through the barns and visit the animals, view the pumpkin patch and take the time to mingle. This event is focused on giving everyone the opportunity to meet new friends and enjoy old acquaintances.

Get Link's is honored to offer all sponsors FULL conference privileges and you are welcome to share the social event, meals, workshops and a 2015 MO Rural Health Association membership. Each participating sponsor will be acknowledge verbally during the keynote & general session, signage throughout the conference, and in the official program. Thank you for supporting our event. In case of rain the events will be moved indoors.

HAY RIDE:

Your full color logo, company name & single line message will be proudly displayed with a banner on each Hay Wagon. Attendees will identify your company to thank as they tour the pumpkin patch or just watch as others ride by!

CORN MAZE:

Attendees will know who to thank as they take on the Corn Maze challenge. Your full color logo, company name, & single line message will be seen entering the maze and share a final message as they escape the maze!

LIVE MUSIC:

Everyone enjoys sitting around the fire and listening to great music. Be sure and be noticed all night long with a full color banner with logo, company name, and one line message placed strategically at the stage area

SHARE THE HARVEST-MEAL:

A chili/hotdog meal is planned but your support can bring on the fried chicken and fixings! Everyone will be glad to share the meal provided by you as recognized with signage throughout the area (line/tables) in full color and sharing your logo & company name.

EVENT DRINK TICKET SPONSOR:

\$100

Sponsorship includes vendor/company name on back of tickets, special signage at your booth & social event.

CONFERENCE BAGS:

\$750 EXCLUSIVE

Your company name and message will be seen for years to come on a great bag. Have your exclusive materials in the bag (150-200), materials to be received by October 1, 2015. MRHA reserves the right to select and order bags in for timely delivery.

BREAKFAST (WEDNESDAY):

\$600 (3)

Be announced at breakfast with a personal introduction & opportunity to address the attendees (limit 5 minutes). Place your promotional materials on the tables prior to meal time! You're sure to be noticed.
Limit: 3 sponsors

REFRESHMENT BREAKS:

\$350 (4)

Your company name clearly displayed at break areas and on the sponsorship banner, special program acknowledgement, and announced during Key Note or General Session.
Limit: 4 sponsors

CORPORATE SPONSOR:

\$\$\$\$ EXCLUSIVE

We welcome the opportunity to design a sponsorship package that meets your needs and best highlights your company. Contact Mary Gordon (mgordon@cabllc.com) or Pam Buschjost (pam@cabllc.com) or call 573-632-2700 to share your vision.

DON'T GET LOST IN THE MAZE - SPONSOR AN EVENT TO MAKE YOU STAND OUT !

MC THE VENDOR DRAWING:

\$750 EXCLUSIVE

Be seen and enjoy the crowd as you host the Tuesday Vendor Drawing held at 4:15-4:45. Who better than you to share the excitement of presenting gifts to winners. Make yours the best and do it last! Staff assistance provided.



Partnering to improve health access in Missouri.

2015 1ST Annual HEALTH & TRANSPORTATION Conference

Exhibitor & Sponsorship Registration

OCTOBER 13-14, 2015

REGISTRATION DEADLINE: September 25, 2015

(Includes complimentary vendor membership to Missouri Rural Health Association for remainder of 2015!)

(IMPORTANT: This information will be used for correspondence and be published in the Conference Program)

Firm or Organization Name:
Street Address: City: State: Zip Code:
Vendor: E-Mail
Vendor: E-Mail
Phone: Fax:

EXHIBITS

- \$350 Exhibit Booth (1 Table, 1 Representative)
\$200 Non-Profit Exhibitor (1 Table, 1 Representative)
\$200 Vendor Only (No Table)
\$500 Bus/Van Booth Package (Outdoor display with Table/2 Representatives)

SPONSORSHIPS

- Tuesday Social Event: Fischer Farms
\$600 (Exclusive) Hay Ride
\$600 (Exclusive) Corn Maze
\$100 Drink Tickets
\$600 (Exclusive) Live Music
\$600 (Exclusive) Event Meal
Vendor Drawing \$750
Conference Bags \$750 (Exclusive)
Refreshment Breaks \$350 (Limit 4 Sponsors)
Breakfast (Wednesday) \$600 (Limit 3 Sponsors)
Corporate Partner \$\$\$\$ (Let us design a sponsorship package that best highlights your business).

PROGRAM ADVERTISING

- 1/4 Page - 2 color-4" X 5" \$100
1/2 Page - 2 color-8" X 5" \$175
Full Page - 2 color-8" X 10.5" \$275
Front Inside Cover - Full Color-8" X 10.5" \$350
Back Inside Cover - Full Color-8" X 10.5" \$350
***All Advertisements should be sent in the following formats: pdf, jpg, tiff OR eps.

BANNERS

- (Hung in Atrium, in full view of all attendees throughout the conference)
2 X 8 Vinyl \$125 Business Name for signage with Logo

Do you plan on attending?

Please check each event you will be attending

Attendee Name:

- I will be Attending:
Tuesday Social Event @ Fischer Farms
Wednesday Breakfast

Attendee Name:

- I will be Attending:
Tuesday Reception @ Fischer Farms
Wednesday Breakfast

Guest of Registered Exhibitor attending Social Event or Meals

Guest Name:

- \$35 Attending Tuesday Social Event
\$22 Attending Wednesday Breakfast

Guest Name:

- \$35 Attending Tuesday Social Event
\$22 Attending Wednesday Breakfast

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