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Chairman, Health Education  
3305 Mullen Avenue  
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Chicago, Illinois

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Council on Rural Health  
Department of Rural Health  
Division of Medical Practice  
American Medical Association  
535 North Dearborn Street  
Chicago, Illinois 60610

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Plan now to attend next year's 26th National Conference on Rural Health, The Statler-Hilton, Dallas, Texas, March 29-30, 1973.

# PROGRAM



## 25TH NATIONAL CONFERENCE ON RURAL HEALTH

St. Francis Hotel  
San Francisco, California  
March 16-17, 1972

Sponsored by:  
Council on Rural Health  
American Medical Association



## THURSDAY MORNING SESSION MARCH 16, 1972

8:00 A.M.

### REGISTRATION

Mural Room

9:00 A.M.

Presiding:

L.J. Snyder, MD, Chairman  
AMA Council on Rural Health  
Fresno, California

### INVOCATION

D. Clifford Crummey, DD,  
Executive Director

Northern California Council of  
Churches  
San Francisco, California

### GREETINGS FROM

Roberta F. Fenlon, MD,

Immediate Past-President  
California Medical Association  
San Francisco, California

9:10 A.M.

### ORIENTATION TO CONFERENCE

Julian C. Lentz, Jr., MD, Member  
AMA Council on Rural Health  
Maryville, Tennessee

9:15 A.M.

### KEYNOTE ADDRESS - A PROGRAM FOR RURAL HEALTH DEVELOP- MENT

Merlin K. DuVal, Jr., MD

Asst. Secy. for Hlth. & Scientific  
Affairs

Dept. of Health, Education, and  
Welfare

Washington, DC

Discussion Period

10:00 to

10:15 A.M.

### INTERMISSION

### SYMPOSIUM - RURAL COMMUNITY PLANNING FOR HEALTH SYSTEMS DEVELOPMENT

*Moderator:*

L. J. Snyder, MD, Chairman  
AMA Council on Rural Health  
Fresno, California

*Consumer's Role:*

Faustina Solis  
University of California School of  
Medicine  
LaJolla, California

## CONFERENCE GOALS:

1. To explore roles of health team members
2. To examine responsibilities of public and private sector for rural health care delivery systems.
3. To review some possible solutions for rural health care delivery systems.
4. To assess the use of all resources in planning for and implementing health care delivery systems.

## THEME:

### Partnership for Rural Health Care Development

Accepted for 11 hours Group B Credit - California Medical Association Certification of Continuing Medical Education Program.

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A luncheon program has been arranged for Thursday, March 16, 1972, 12:15 to 2:15 p.m., featuring a major speaker and presentation of the 4-H and FFA Awards.



*Provider's Role:*  
Virgil J. Gianelli, MD  
Stockton, California

H. M. Malm, Executive Director  
Lutheran Hospitals and Homes  
Society of America  
Fargo, North Dakota

*Planner's Role:*  
Paul D. Ward, Executive Director  
California Committee on RMP  
Oakland, California

*Government's Role:*  
Floyd A. Norman, MD  
Asst. Regional Director for Health  
and Scientific Affairs  
Region VI, DHEW  
Dallas, Texas

## THURSDAY LUNCHEON SESSION MARCH 16, 1972

12:15 to 2:15 P.M. **FORMAL LUNCHEON**  
Elizabethan Rooms A, B, and C

Presiding:  
L. J. Snyder, MD, Chairman  
AMA Council on Rural Health  
Fresno, California

### INVOCATION

Reverend John M. Humphreys,  
Chaplain Supervisor  
Presbyterian Hospital  
Pacific Medical Center  
San Francisco, California

### GREETINGS

Mrs. G. Prentiss Lee, President  
Woman's Auxiliary to the AMA  
Portland, Oregon

### PRESENTATION OF AMA YOUTH AWARDS

National 4-H Health Award Winner  
Glenda Whaley  
Hacienda Heights, California  
FFA Chapter Farm Safety Award  
Winner (Gold Emblem)  
Deer Park FFA Chapter  
Ron Hughes, Chairman

Farm Safety Committee  
Deer Park, Washington

### LUNCHEON SPEAKER - MEETING RURAL HEALTH NEEDS

C. A. Hoffman, MD, President-Elect  
American Medical Association  
Huntington, West Virginia

## THURSDAY AFTERNOON SESSION MARCH 16, 1972

2:30 to  
5:00 P.M.

### WORKSHOP SESSIONS

#### Workshop A - Olympic Suite North The Health Team in Rural Health Systems

##### Moderator:

Sidney W. Maurer, Jr., MD  
Ukiah, California

##### Members:

G. P. Whitlock, PhD, Program  
Leader  
Family and Consumer Sciences  
Agricultural Extension Service  
University of California  
Berkeley, California  
Santa Cruz County Health Department  
Farm Worker Health Services  
Santa Cruz, California  
Team Members -

Mrs. Ruth Hardy  
Senior Public Health Nurse

Mrs. Ruth Thomas  
Licensed Vocational Nurse

Mrs. Jovita Garcia  
Public Health Aide

Robert Bevins, MPH  
Health Educator

#### Workshop B - Elizabethan Room D Health Science Schools and Rural Health Manpower

##### Moderator:

C. John Tupper, MD, Dean  
University of California School

of Medicine  
Davis, California

*Members:*

Bruce Fagel, President  
Student American Medical  
Association  
University of Illinois College  
of Medicine  
Chicago, Illinois

Patricia Cole, RN, Graduate Student  
Dept. of Family Practice  
University of California School  
of Medicine  
Davis, California

Harry H. Martin, President  
American Student Dental Association  
Marquette University School of  
Dentistry  
Milwaukee, Wisconsin

Len Hughes Andrus, MD, Chairman  
Dept. of Family Practice  
University of California School  
of Medicine  
Davis, California

**Workshop C - Olympic Suite South  
Resource Development for Rural  
Health Systems**

*Moderator:*

Henrik L. Blum, MD, Professor  
and Head  
University of California School  
of Public Health  
Berkeley, California

*Members:*

Milton Gan, Executive Director  
CHP Council of Maricopa County  
Phoenix, Arizona

Paul M. Hillar, Asst. Superintendent  
Stanislaus County Dept. of Education  
Modesto, California

Malcolm C. Todd, MD, Chairman  
AMA Council on Health Manpower  
Long Beach, California

Clifton H. Linville, Administrator  
Fresno Community Hospital  
Fresno, California

**Workshop D - Oxford Room  
Rural Health Services for All People**

*Moderator:*

Faustina Solis

Dept. of Community Medicine  
University of California School  
of Medicine  
LaJolla, California

*Members:*

Effie O. Ellis, MD  
Special Assistant to the Executive  
Vice-President  
American Medical Association  
Chicago, Illinois

Dennis Magee, Vice-Chairman  
California Rural Indian Health Board  
Pauma Valley, California

Richard W. Owens, Secretary  
California Farm Bureau Federation  
Berkeley, California

E. Mario Ramirez, MD, Member  
AMA Committee on Health Care  
of the Poor  
Roma, Texas

**Workshop E - Essex Room  
Organization for Community  
Health Programs**

*Moderator:*

James B. Cobb, Director  
Dept. of Community Health  
American Medical Association  
Chicago, Illinois

*Members:*

David C. Dixon, MD, Medical Director  
Rural Health Associates  
Farmington, Maine

Caro E. Luhrs, MD, Medical Advisor  
to the Secretary of Agriculture  
U.S. Dept. of Agriculture  
Washington, DC

Amos P. Bratrude, MD, Chairman  
Committee on Rural Health  
Washington State Medical Association  
Omak, Washington

Gary B. Schwartz, Secretary  
AMA Committee on Health Care  
of the Poor  
Chicago, Illinois

**Workshop F - Victorian Room  
Extension Health Education for  
Rural People**

*Moderator:*

Emory J. Brown, PhD, Asst. Director



Family, Youth, and Community  
Development  
Cooperative Extension Service  
Pennsylvania State University  
University Park, Pennsylvania

*Members:*

Virginia Li Wang, PhD, MPH  
Health Education Specialist  
Cooperative Extension Service  
University of Maryland  
College Park, Maryland

Anne L. Pavlich, RN, Nursing  
Consultant  
Bureau of Community  
Environmental Management  
HSMHA/DHEW  
Rockville, Maryland

Helen L. Johnston, Rural Health  
Consultant  
Division of Health Care Services  
HSMHA/DHEW  
Rockville, Maryland

Kent W. Peterson, Captain, MC  
DeWitt Army Hospital  
Fort Belvoir, Virginia

## THURSDAY EVENING SESSION MARCH 16, 1972

Mural Room

6:00 to  
7:30 P.M.

**WINE TASTING -- SOCIAL HOUR**  
Courtesy  
Wine Institute  
Marin French Cheese Company

## FRIDAY MORNING SESSION MARCH 17, 1972

Mural Room

9:00 A.M.

Presiding:  
Robert E. Reiheld, MD,  
Vice Chairman  
AMA Council on Rural Health  
Orrville, Ohio

## RURAL DEVELOPMENT - ITS DIMENSIONS AND SCOPE

U.S. Department of Agriculture  
Washington, DC

## THE NATIONAL HEALTH SERVICE CORPS

H. McDonald Rimple, MD,  
Interim Director  
National Health Service Corps  
HSMHA/DHEW  
Rockville, Maryland

Discussion Period

10:30 to  
10:45 A.M.

## INTERMISSION

## USE OF AUTOMATED DEVICES IN THE PRACTICE OF RURAL MEDICINE

B. J. Bass, MD  
Salem, Missouri

## RURAL COMMUNITY HEALTH NETWORK - WEST CENTRAL MAINE

David C. Dixon, MD, Medical  
Director  
Rural Health Associates  
Farmington, Maine

Discussion Period

11:45 A.M.  
to 1:00 P.M.

**LUNCHEON** - No formal luncheon  
planned

## FRIDAY AFTERNOON SESSION MARCH 17, 1972

Mural Room

Presiding:  
Monroe R. Tyler, MD, Member  
AMA Council on Rural Health  
Denver, Colorado

*Closing Session:*

**A LOOK AHEAD IN RURAL HEALTH  
CARE  
PLANNING FOR RURAL HEALTH  
SERVICES**

Robert P. Janes, Director, CHP  
HSMHA/DHEW  
Rockville, Maryland

**APPROACHES TO HEALTH CARE  
FINANCING**

Russell B. Roth, MD, Speaker  
AMA House of Delegates  
Erie, Pennsylvania

**CALIFORNIA STATE HEALTH  
PLAN: IMPLICATIONS FOR  
RURAL HEALTH**

David P. Michener, MD  
Medical Consultant, CHP  
California Dept. of Public Health  
Sacramento, California

Discussion Period

2:45 P.M.

**SUMMATION AND CHALLENGE**

L. J. Snyder, MD, Chairman  
AMA Council on Rural Health  
Fresno, California

3:00 P.M.

**ADJOURNMENT**

**ADVISORY COMMITTEE  
TO COUNCIL ON  
RURAL HEALTH**

**AMERICAN AGRICULTURAL EDITORS'  
ASSOCIATION**

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Northfield, Minnesota 55057

Robert G. Rupp, Editor  
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**AMERICAN DENTAL ASSOCIATION**

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**AMERICAN FARM BUREAU FEDERATION**

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Robert B. Delano, Member  
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Public Health Nursing  
Kansas State Dept. of Health  
State Office Building, 5th Floor  
Topeka, Kansas 66612

**AMERICAN PUBLIC HEALTH ASSOCIATION**

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Director of Public Health  
Illinois Dept. of Public Health  
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University of Arkansas  
Little Rock, Arkansas 72203

Emory J. Brown, PhD, Assistant Director  
Family, Youth, and Community Development  
Cooperative Extension Service  
Pennsylvania State University  
University Park, Pennsylvania 16802

**FARM FOUNDATION**

R. J. Hildreth, PhD, Managing Director  
600 S. Michigan Avenue  
Chicago, Illinois 60605

**NATIONAL ASSOCIATION OF FARM  
BROADCASTERS**

William H. Day  
WCMR-WXAM FM  
406 Kansas Drive  
Goshen, Indiana 46526

**NATIONAL EXTENSION HOMEMAKERS  
COUNCIL**

Mrs. Martin P. Muchow, Vice-President  
Rte. 4, Box 164  
Sioux Falls, South Dakota 57101

**NATIONAL GRANGE**

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Ohio State Grange  
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Columbus, Ohio 43205

William J. Brake, Lecturer  
5875 Montebello  
Haslett, Michigan 48840