



Beyond the Visit: Chronic Care Management That Works

Marcella A Wright, DNP, MS, RN
Director, Care Coordination and Lean Consulting



Cobre Valley Regional Medical Center

Care Coordination Team



Frank Stapleton, RN
Chief Clinical Operations
Officer



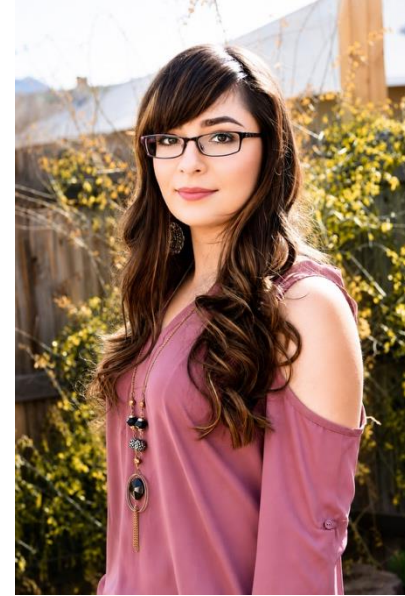
Maricella Pena, RN
Chronic Care
Management
Care Coordinator



Annette Gonzales, MA
Population Health
Coordinator/Clinics
Manager



Micah Pura, MA
Patient Care
Coordinator



Mia A Rivera, MA
Patient Care
Coordinator





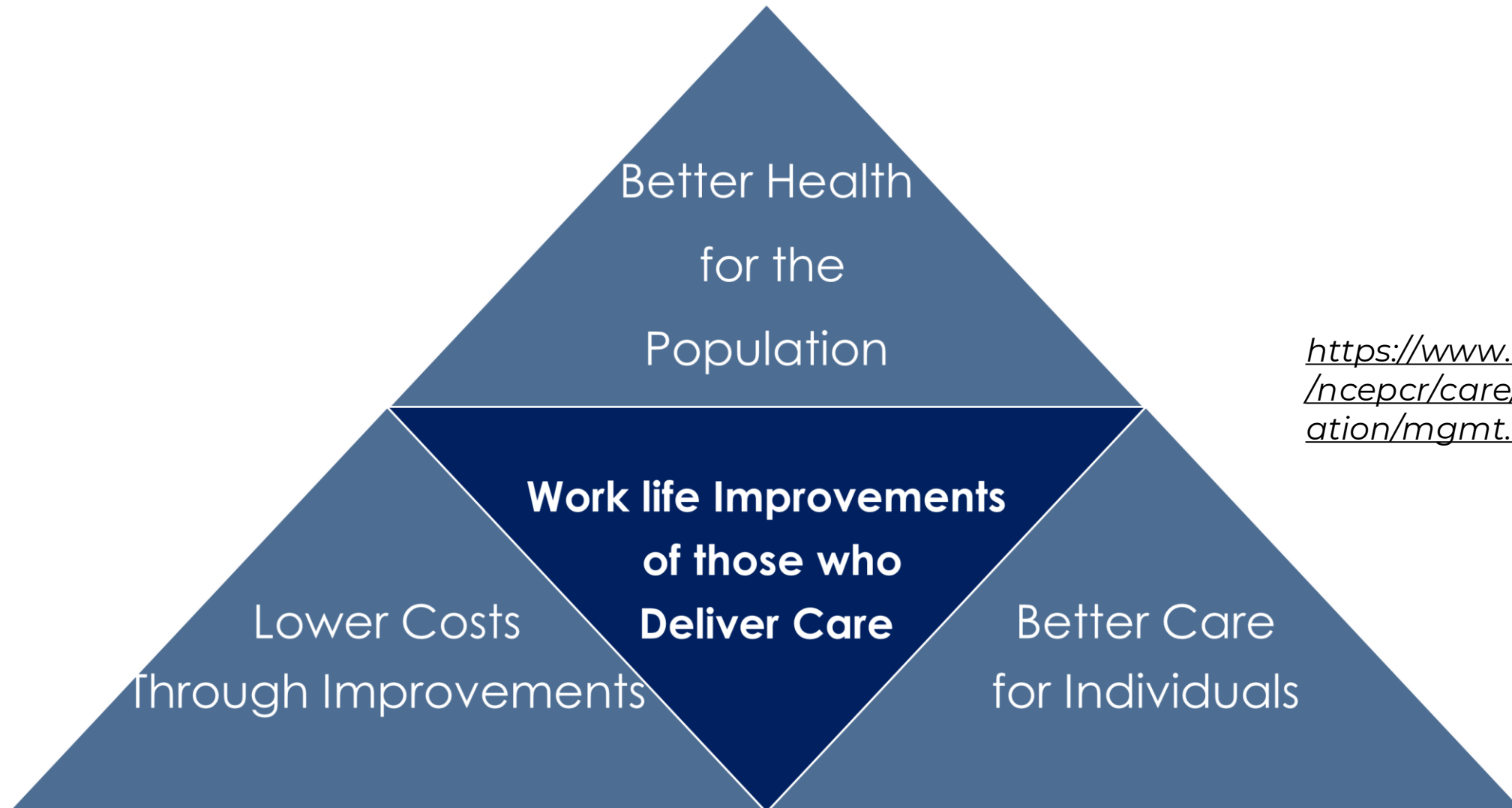
Marcella A Wright, DNP, MS, RN Director Care Coordination & LEAN Consulting

Marcella's nursing career has spanned over 30 years and includes consulting, acute care, home health, mental health, renal health, and academia. Marcella has a lifelong passion to provide whole person care, and the coordination of chronic illness.

Care Management Goals

Wellness and Prevention

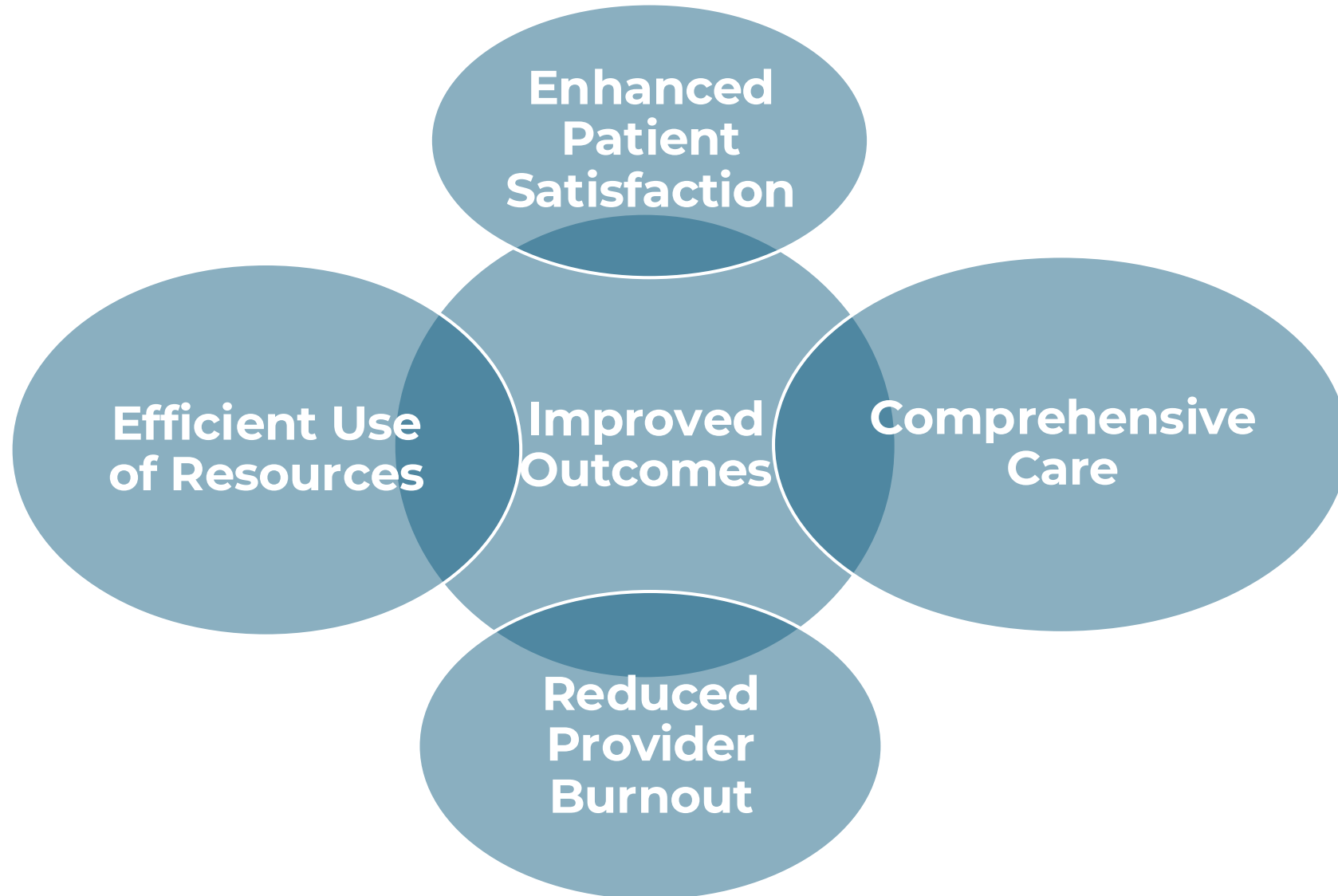
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<https://www.ahrq.gov/ncepcr/care/coordination/mgmt.html>

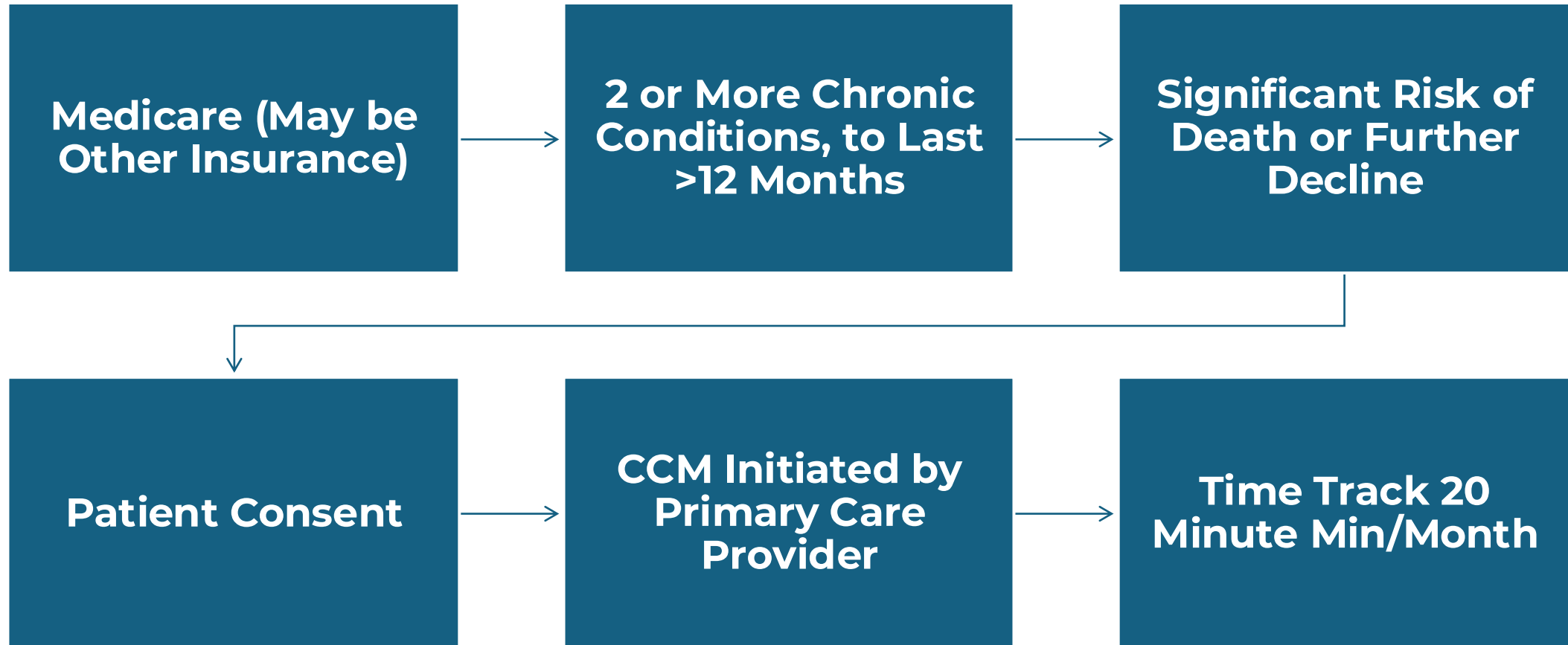
Team-Based Approach

Holistic Management



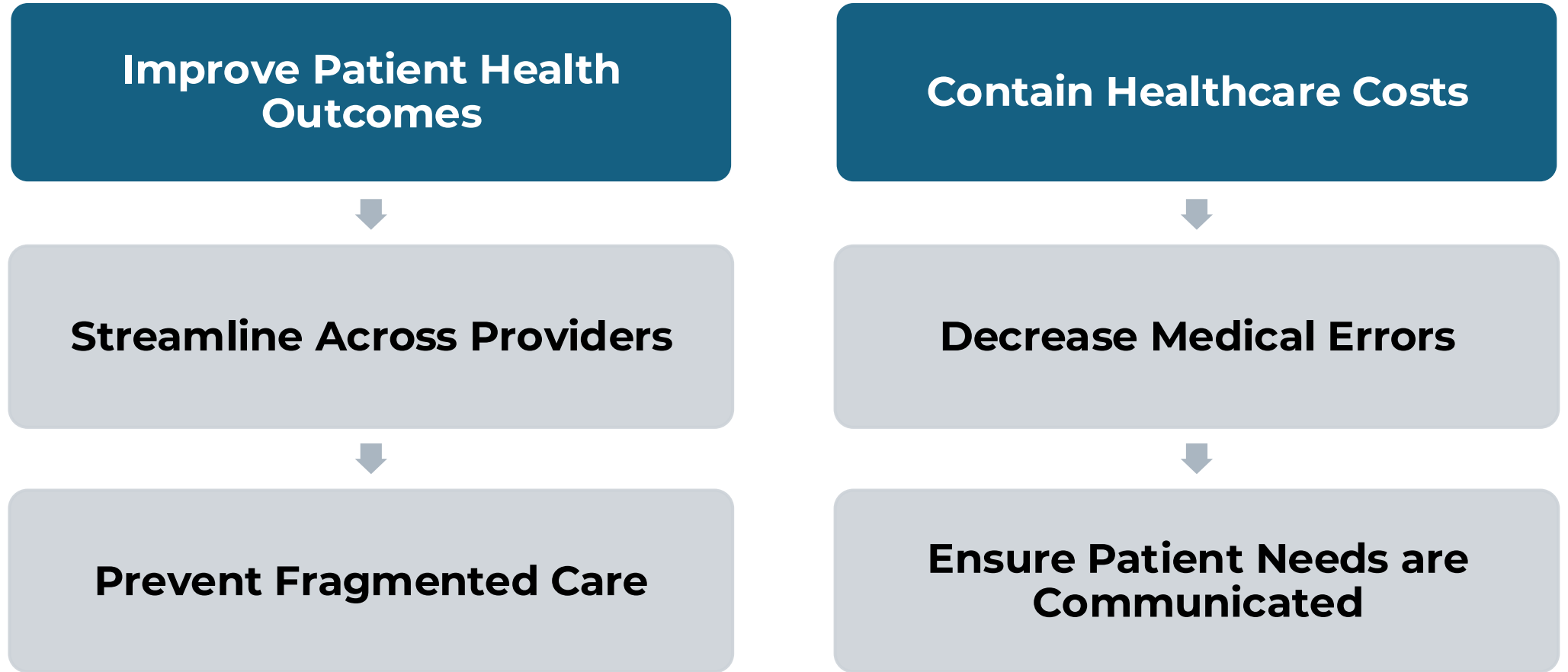
Chronic Care Management (CCM)

Patient Eligibility



Why Care Coordination?

Multiple Benefits



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Care Coordination Success

How long has CRMC been part of CMS Care Coordination?



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How long have you been part of the program?



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Where did your implementation start?

What led to management buy-in?

Who led the Charge?



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Who is Involved Now?

What is Your Role?

Scope of Practice?



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What other staff roles support your program?



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How do you ensure provider support?

How do you get buy-in from clinic and other staff?



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What departments does the care coordination team work with?



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What care coordination service lines do you offer your rural population?

- **Chronic Care Management**
- **Behavioral Health Integration**
- **Remote Physiologic Management**
- **Annual Wellness Visit**
- **Transitional Care Management**



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Care Coordination Success

How does CVRMC care coordination and population health collaborate to increase care coordination success?



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Please share your patient recruitment process



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How do you make care coordination a part of the CVRMC culture?



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How is your care coordination progress measured?



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What lessons have you learned along the care coordination process?



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What has worked well?



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Share your biggest challenges



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What would you do differently?



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How is your program performing now?



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Where are we going in the future?



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Beyond the Visit

Chronic Care Management That Works



Congratulations and Thank You

Jul – Dec 2026 webinars

All webinars are recorded for on-demand viewing.

Meeting the new CMS obstetric standards – Tips for compliance

Presenter: Carolyn St. Charles, RN, BSN, MBA
– Chief Clinical Officer - HealthTech
Date: July 10, 2026 | **Time:** 12pm CST
URL: <https://bit.ly/4vwkC5q>

Beyond the visit: Chronic Care Management that works

Presenter: Marcella Wright, DNP, MS, RN
– Director of Care Coordination and Lean Consulting - HealthTech
Panelists: Cobre Valley Regional Medical Center team, including:
Maricella Pena, RN, Chronic Care Management – Care Coordinator
Micah Pura, MA, Patient Care Coordinator
Mia A. Rivera, MA, Patient Care Coordinator
Frank Stapleton, Chief Clinical Operations Officer
Anette Gonzales, Population Health Coordinator/Clinics Manager
Date: July 24, 2026 | **Time:** 12pm CST
URL: <https://bit.ly/4eCH2ul>

Swing Bed: A care model redesign

Presenter: Cheri Benander, RN, MSN, CHC, C-NHCE, HACCP-CMS –
Director of Clinical Services - HealthTech
Panelist: Tommi Cline, DNP, RN, CHC, NE-BC Chief Nursing &
Compliance Officer – Hillsboro Health
Date: August 7, 2026 | **Time:** 12pm CST
URL: <https://bit.ly/4g5A8ka>

Zero Balance Accounts (ZBA)

Presenter: Margaret Bistrovich - VP Revenue Cycle Client Services - HealthTech
Date: August 28, 2026 | **Time:** 12pm CST
URL: <https://bit.ly/4f0vl2e>

Strengthening cybersecurity in healthcare

Host: Derek Morkel, CEO – HealthTech
Presenter: Jeremy Masterjohn, IT Director and HIPAA Security
Officer Spooner Health
Date: September 11, 2026 | **Time:** 12pm CST
URL: <https://bit.ly/4xSXIMU>

Jul – Dec 2026 webinars

All webinars are recorded for on-demand viewing.

Rural Health Clinic survey readiness simplified: Part 1 – Navigating CMS Appendix G and operational standards

Presenter: Cheri Benander, RN, MSN, CHC, C-NHCE, HACP-CMS –
Director of Clinical Services

Date: September 25, 2026 | **Time:** 12pm CST

URL: <https://bit.ly/4aisX4h>

Rural Health Clinic survey readiness simplified: Part 2 – Meeting CMS requirements and driving performance improvement

Presenter: Cheri Benander, RN, MSN, CHC, C-NHCE, HACP-CMS –
Director of Clinical Services

Date: October 23, 2026 | **Time:** 12pm CST

URL: <https://bit.ly/4w9OYuG>

Leadership skills for all leaders

Presenter: Greg Oelerich - VP of Business Development

Date: November 6, 2026 | **Time:** 12pm CST

URL: <https://bit.ly/4vxMDd3>

Frequent survey findings for Critical Access Hospitals – and – strategies for compliance

Presenter: Cheri Benander, RN, MSN, CHC, C-NHCE, HACP-CMS –
Director of Clinical Services

Date: December 4, 2026 | **Time:** 12pm CST

URL: <https://bit.ly/3QLXCQK>

Our HealthTech Presenters

Cheri Benander, RN, MSN, CHC, C-NHCE, HACCP-CMS - Director of Clinical Services, HealthTech

Cheri Benander has over 35 years' experience in various healthcare roles, including clinical, management, administration, compliance, consulting, and education. Her leadership experience has extended to multiple healthcare settings, including acute care, home health, hospice, assisted living, and long-term care. Ms. Benander received her basic nursing education from Fort Scott Community College, her bachelor's and master's degrees in nursing from the University of Phoenix, and a graduate Nursing and Healthcare Education certification from the University of Phoenix. She is a Certified Healthcare Compliance (CHC) professional through the Health Care Compliance Association (HCCA) and a Healthcare Accreditation Certified Professional through the Center for Improvement in Healthcare Quality (CIHQ).

Margaret Bistrovich - VP Revenue Cycle Client Services, HealthTech

Margaret brings over 25 years of healthcare experience in operations, client relationship management, revenue cycle management and EDI technology solutions. As Vice President, she drives strategic growth and client-centric innovation, resulting in a 20+ year client retention rate and a 90+ Net Promoter Score in Healthcare, RCM & EDI technology. Margaret's career reflects her steadfast commitment and passion for healthcare. She has progressed through key roles at Gaffey & Associates and Gaffey Healthcare, including Sr. Director of Client Delivery, Sr. VP of Client Delivery & Operations, and VP of Product Management & Strategy. Previously, as CBO Director, Revenue Cycle Management at Catholic Health Initiatives, she enhanced financial performance across multi-state hospital systems. With expertise in revenue cycle management, project management, healthcare technology and HIPAA compliance, Margaret delivers transformative solutions that drive organizational success.

Our HealthTech Presenters

Greg Oelerich - VP of Business Development, HealthTech

Greg Oelerich is currently the Vice President of Business Development for HealthTech. Greg Oelerich has a diverse background which includes holding senior-leadership positions with both well-established and start-up firms throughout his 35-year career. He has held sales management roles in the technology and mortgage finance sectors, lead national sales for a healthcare RCM firm, and sold SaaS tools for a large healthcare data analytics firm. Most recently, he sold end-to-end RCM solutions to large, enterprise health systems. His focus has always been on building strong partnerships and delivering solutions that drive measurable results for clients. Greg earned a B.S. degree in Business Administration from Radford University and a M.B.A. from Marymount University. He resides in Madison, WI with his wife. Together they have two sons, both of whom are out of college and working in Chicago.

Derek Morkel – CEO/Chairman, HealthTech

Derek Morkel serves as Chairman of the Board for HealthTech. With more than 20 years' experience in both healthcare and technology industries, Morkel leads the overall strategic direction of the company and oversees operations, growth, strategy, and financial performance.

Our HealthTech Presenters

Carolyn St.Charles, RN, BSN, MBA - Chief Clinical Officer, HealthTech

Carolyn has a background in both clinical care and leadership positions. She has extensive experience working with rural hospitals, including conducting mock surveys, reviewing clinical operations, and optimizing Swing Bed programs. St. Charles earned a Master's degree in Business Administration from the Foster School of Business at the University of Washington and a Bachelor of Science degree in Nursing from Northern Arizona University.

Marcella Wright, DNP, MS, RN, HealthTech

Marcella's nursing career has spanned over 30 years and includes consulting, acute care, home health, mental health, renal health, and academia. Marcella has a lifelong passion to provide whole person care, and coordination of chronic illness. She has been a certified mental health nurse and a certified nephrology nurse, has been member of the American Nurses Association, American Nephrology Nurses Association, and the American Academy of Ambulatory Care Nurses. Marcella has a passion for community and population involvement and has dedicated hours to youth sports, agriculture, leadership, and church youth groups.

Some of this season's panelists!

Maricella Pena mpena@cvrmc.org

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Micah Pura mpura@cvrmc.org

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Mia A. Rivera mrivera@cvrmc.org

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Annette Gonzales algonzaes@cvrmc.org

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Frank Stapleton. fstapleton@cvrmc.org

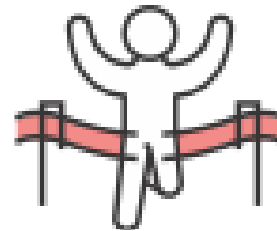
Cobre Valley Regional Medical Center

Jeremy Masterjohn

Spooner Health

Tommi Cline

Hillsboro Health



HealthTech University



<https://www.health-tech.us/healthtech-university-courses/>



Questions?





Thank you

HealthTech

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