

2025 Health on the Plains Summit

10 a.m. **Welcome**

Wyatt Beckman, Senior Analyst & Portfolio Strategist, Kansas Health Institute

10:05 a.m. **Presentation: The Funding Landscape for Rural Health**

Shelby Rowell, M.P.A., Analyst, Kansas Health Institute

10:25 a.m. **Panel Discussion: Federal Funding for Rural Health**

Moderator: *Shelby Rowell, M.P.A.*, Analyst, Kansas Health Institute

Diane M. Hall, Ph.D., M.S.Ed., Director, CDC Office of Rural Health

Tom Morris, Associate Administrator, HHS/HRSA/Federal Office of Rural Health Policy

Jodi Schmidt, M.B.A., Executive Director, University of Kansas Health System Care Collaborative

11:35 a.m. **Break**

11:40 a.m. **Panel Discussion: Philanthropy and Non-Governmental Funding for Rural Health**

Moderator: *Wyatt Beckman*, Senior Analyst & Portfolio Strategist, Kansas Health Institute

Jessica Hunt, Vice President of Strategy and Programs, Patterson Family Foundation

David Jordan, M.P.A., President & CEO, United Methodist Health Ministry Fund

Ed O'Malley, M.S.W., B.S.W., President & CEO, Kansas Health Foundation

Allen Smart, M.A., M.P.H., Founder, PhilanthropywoRx

12:50 p.m. **Closing Remarks**

1 p.m. **Adjourn**





Diane M. Hall, Ph.D., M.S.Ed., Director, CDC Office of Rural Health

Diane Hall is the Director of the CDC Office of Rural Health, where she leads the agency's rural public health strategy and works with CDC programs to ensure that rural is considered in all CDC activities.

Previously, Hall was a senior health scientist in CDC's Office of the Associate Director for Policy and Strategy, where she served as CDC's rural health lead, led CDC's public-private partnerships work, and supervised workforce development activities. Hall also held several leadership positions within CDC's COVID-19 response. She began her CDC career as a scientist in the Division of Violence Prevention.

Prior to coming to CDC, Hall held an academic appointment at the University of Pennsylvania, where she taught courses on theories of psychotherapy, psychology of women and adolescent development. Hall earned her bachelor's in psychology from Hollins College and earned her master's in education in psychological services and her doctorate in school, community and child clinical psychology from the University of Pennsylvania.



Jessica Hunt, Vice President of Strategy and Programs, Patterson Family Foundation

Jessica Hunt has called both metro and rural midwest communities home, experiencing firsthand how people and families anchor strong, vibrant communities.

Her career began at Cerner Corporation, where she spent nearly a decade leading population health initiatives across a broad spectrum of work, from living lab experiments and pilot programs to population health innovation alliances and the voluntary merger of two rural hospitals. She developed expertise at the intersection of technology and community engagement, designing scalable solutions that improve health care access and outcomes. Hunt joined the Patterson Family Foundation in 2019, and was named Vice President of Strategy and Programs in 2020. In this role, she advances the foundation's strategy and operations to achieve grantmaking results, overseeing a multimillion-dollar annual portfolio focused on economic opportunity, education, health care and community engagement across Kansas and western Missouri. She also guides the foundation's Theory of Change, using it to ensure that investments are tied to clear goals and measurable community impact.



David Jordan, M.P.A., President & CEO, United Methodist Health Ministry Fund

David Jordan is the President of the United Methodist Health Ministry Fund, a health philanthropy focused on improving the health of Kansans. Before joining the health fund, Jordan served as the Executive Director of the Alliance for a Healthy Kansas, a coalition of more than 100 organizations working to improve access to health care in Kansas. He has more than 20 years of experience leading state and national efforts focused on changing policy to improve health and reduce disparities.



Tom Morris, Associate Administrator, HHS/HRSA/Federal Office of Rural Health Policy

Tom Morris serves as the Associate Administrator for Rural Health Policy in the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS). In that role, Morris oversees the work of the Office of Rural Health Policy, which is charged with advising the secretary on rural health issues. The office, which has an annual budget of \$364 million, administers a range of research and capacity building grant programs that serve rural communities.



Ed O'Malley, M.S.W., B.S.W., President & CEO, Kansas Health Foundation

Ed O'Malley is the President and CEO of the Kansas Health Foundation (KHF), which is tackling bold goals—like raising Kansas' standing in America's Health Rankings. Before joining KHF, O'Malley was the founding president and CEO of the Kansas Leadership Center. He is the author of several books, including *Leading Health: How you and 30,000 Kansans help communities thrive*. O'Malley's early career was in politics where he served in the Kansas House of Representatives and as an aide to Kansas Governor Bill Graves.



Jodi Schmidt, M.B.A., Executive Director, University of Kansas Health System Care Collaborative

Jodi Schmidt serves as Executive Director of the University of Kansas Health System Care Collaborative, a rural clinically integrated network launched a decade ago through a Centers for Medicare and Medicaid Healthcare Innovation Award. With more than three decades of experience in rural hospital and clinic administration, she is a Past President of the National Rural Health Association and Representative to the American Hospital Association's Small and Rural Hospital Governing Council; past Chair of the Kansas Hospital Education and Research Foundation and member of the Kansas Hospital Association's Rural Emergency Hospital task force. Schmidt also is a member of the Sunflower Health Plan's rural and community advisory boards.



Allen Smart, M.A., M.P.H., Founder, PhilanthropywoRx

Since 2017, Allen Smart has served as a national spokesperson and advocate for improving philanthropic practice under his group, PhilanthropywoRx. Under the PhilanthropywoRx umbrella, he has worked with individual funders, philanthropy support organizations, regional and national rural organizations and national nonprofits on a wide range of strategy, writing/researching and staff coaching projects.

Smart is the former Interim President, Vice President of Programs and Director of the Health Care Division at the Kate B. Reynolds Charitable Trust, a \$700 million statewide North Carolina funder.

As part of his personal and professional interest in philanthropy, has written for sites such as The Daily Yonder, Inside Philanthropy, Grantcraft and GivingCompass, as well as presenting to national and regional organizations like Capital Link, Grantmakers in Health, Philanthropy Southeast, National Rural Assembly, National Organization of State Offices of Rural Health and the federal Office of Rural Health Policy.