



# Nebraska

## 2025 RURAL HEALTH CONFERENCE



### Monday, June 9

1:00 P.M. - 4:00 P.M.

**PRE-CONFERENCE SESSION | STRATEGIES TO ADDRESS BYPASS AND SHIFT PERCEPTIONS THAT CONTRIBUTE TO OUTMIGRATION**  
Michelle Rathman | CEO, Impact! Communications, Inc.

4:00 P.M. - 6:00 P.M.

**WELCOME RECEPTION**

### Tuesday, June 10

8:30 A.M. - 8:45 A.M.

**OPENING REMARKS**  
Jed Hansen | Executive Director, NeRHA  
Jeremy Nordquist | President, NHA

8:45 A.M. - 9:30 A.M.

**OPENING KEYNOTE | WORKING HARD AND BEING BROKE IN THE RICHEST COUNTRY IN THE WORLD**  
Sarah Smarsh | Author

9:30 A.M. - 10:00 A.M.

**SPONSOR BREAK & NETWORKING**

10:00 A.M. - 11:00 A.M.

**BREAKOUT SESSIONS**

EMS	COMMUNITY	WORKFORCE	OPERATIONS
Current Issues with EMS Transfers	Innovative Approaches to Behavioral Health Capacity Management	Retaining Our Rural Youth Population	A Detailed Look at Maximizing Overall Revenue Cycle Performance

11:15 A.M. - 12:00 P.M.

**GENERAL SESSION**  
TBD

12:00 P.M. - 1:00 P.M.

**LUNCH & AWARDS**

1:00 P.M. - 1:30 P.M.

**SPONSOR BREAK**

1:30 P.M. - 2:30 P.M.

**BREAKOUT SESSIONS**

EMS	COMMUNITY	WORKFORCE	OPERATIONS
Innovative Models in EMS Sustainability	Rural Research for Impactful Programming	Organizational Childcare as a Workforce Strategy	Rural Veteran Access Programs

2:45 P.M. - 3:45 P.M.

**BREAKOUT SESSIONS**

MEDICARE ADVANTAGE	BOARD & FOUNDATION
Payer Scorecard: Providers Holding Payers Accountable	Rural Hospital CEO Challenges & Successes

4:00 P.M. - 5:00 P.M.

**SPONSOR RECEPTION**

5:00 P.M. - 6:30 P.M.

**NHAPAC RECEPTION**

### Wednesday, June 11

8:30 A.M. - 9:15 A.M.

**RURAL ROADMAP & RURAL ADVOCACY UPDATES**  
Jed Hansen, Executive Director, NeRHA  
Jeremy Nordquist, President, NHA

9:30 A.M. - 10:30 A.M.

**BREAKOUT SESSIONS**

EMS	COMMUNITY	WORKFORCE	OPERATIONS
State of Nebraska EMS: Statewide EMS Taskforce	Rural Dental Services	Rural Housing Initiatives (Panel)	ChargeMaster Review

10:45 A.M. - 11:15 A.M.

**BREAKOUT SESSIONS**

OPTION 1	OPTION 2
Medicaid Policy Update	SHIP Update

11:15 A.M. - 12:00 P.M.

**BUILDING TEAMS IN A TIME OF CHANGE: LEADERSHIP LESSONS FROM THE LOCKER ROOM**  
Fred Hoiberg, Head Coach (Men's Basketball), University of Nebraska

*\* Pre-Conference session is available as an optional add-on  
\* Welcome Reception is open to ALL Rural Health Conference attendees*