



Nebraska

RURAL HEALTH CONFERENCE 2024

Younes Conference Center | Kearney, NE

June 3-5



GREAT PLAINS
IDeA | Clinical and
Translational Research



NEBRASKA RURAL
HEALTH ASSOCIATION



NEBRASKA
HOSPITALS

NEBRASKA
DEPT. OF HEALTH AND HUMAN SERVICES

NHA - NeRHA Rural Health Conference

Target Audience

Hospital and Clinic Leaders, including C-Suite, Nursing, HR, Finance, Quality, IT, Operations, and Billing & Coding staff

Overview

The NHA NeRHA Rural Health Conference is an annual event for rural health care providers to gain current and relevant education in health care operations, workforce, IT and cyber security, finance, billing & coding, and community topics.

This educational activity is jointly provided by AXIS Medical Education, the Nebraska Hospital Association, and the Nebraska Rural Health Association.

Accreditation Statement

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Nursing

AXIS Medical Education designates this continuing nursing education activity for a maximum of 4.75 contact hours.

Learners are advised that accredited status does not imply endorsement by the provider or ANCC of any commercial products displayed in conjunction with an activity.

Quality Professionals

This program is pending approval by the National Association for Healthcare Quality (NAHQ) to provide CPHQ CE credit.

Healthcare Executives/ACHE-Qualified

ACHE Qualified Education credit must be related to healthcare management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in healthcare management. Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). You will receive a certificate of completion for 5.75 hours.

Nursing home administrators

These educational activities are designated for a maximum of 4.0 contact hour each from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

Human Resource Professionals



This program has been pre-approved for 2.25 of HR General hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®). The content of the program submitted has met the criteria for Recertification Provider Program.

AXIS Contact Information

For information about the accreditation of this program please contact AXIS info@axismeded.org.

Disclaimer

Participants have an implied responsibility to use the newly acquired information to enhance patient outcomes and their own professional development. The information presented in this activity is not meant to serve as a guideline for patient management. Any procedures, medications, or other courses of diagnosis or treatment discussed in this activity should not be used by clinicians without evaluation of patient conditions and possible contraindications on dangers in use, review of any applicable manufacturer's product information, and comparison with recommendations of other authorities.

Requirements for credit:

- Attend/participate in the educational activity and review all course materials.
- Complete the CE Declaration form online by July 5, 2024 Instructions will be provided. If you do not enter the online portal by the above date, you will not be able to retrieve your statement of participation.
- Upon successful completion of the online form, your statement of completion will be presented to you to print.

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Disclosure of Relevant Financial Relationships

AXIS Medical Education requires faculty, instructors, authors, planners, directors, managers, peer reviewers, and other individuals who are in a position to control the content of this activity to disclose all personal financial relationships they may have in the past 24 months with ineligible companies. An ineligible entity is any organization whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients. All relevant financial relationships are identified and mitigated prior to initiation of the planning phase for an activity.

AXIS has mitigated and disclosed to learners all relevant financial relationships disclosed by staff, planners, faculty/authors, peer reviewers, or others in control of content for this activity. Disclosure of a relationship is not intended to suggest or condone bias in any presentation but is made to provide participants with information that might be of potential importance to their evaluation of a presentation or activity. Disclosure information for faculty, authors, course directors, planners, peer reviewers, and/or relevant staff is provided with this activity.

The faculty listed below reported no relevant financial relationships or relationships they have had with ineligible companies of any amount during the past 24 months.

List all Presenters that have no conflicts of interest by name and credentials only.

Jeremy Nordquist, MPA	Nadhal Eadeh, MPP
Jed Hansen, PhD, APRN, FNP-C	Rob Bloom, MBA, CPA
Brock Slabach, MPH, FACHE	Brett Shippee, LUTCF
Troy Branch, J.D., ChFC, CLU	Kate Hill, RN
Matt Weir, PhD	Ben Ballard, MA
Michael Tackitt, CRHCP, LP, CAC	Tyler Toline, MHA, FACHE
Chris Nichols, MPT, NHA	Amy Pope, MSN, RN
Kirk Swartzbaugh, MBA, CLU	Paul Becker
Kristin Lindgren, J.D., MHA	Michael Chase, J.D., MHA
Vicki Ahlers, J.D.	Stacey Ocander, EdD
Matthew Wolak	Rick Jeffries, J.D.
Chase Dudzinski, CPA	Brent Comstock
Rashelle Hoffman, PT, DPT, PhD, GCS	Paul Baumert, CPA
Kirk Delperdang	Sara Gaden
Andy Ruback	Lance Lynch, MBA, CHAP, CBCP
	Ken Harman

The directors, planners, managers, peer reviewers, and relevant staff reported the following financial relationships they have with any ineligible company of any amount during the past 24 months:

Name of Planner/Manager	Reported Financial Relationship
Planner names and credentials	Nothing to disclose
Jed Hansen, PhD, APRN, FNP-C	Nothing to disclose
Brian Noonan, MBA	Nothing to disclose
Tiffani Cullin, MSW	Nothing to disclose

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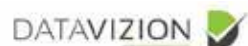
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NHA

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Executive Director
NeRHA

Brock Slabach, MPH, FACHE

Senior Vice President of Member Services
National Rural Health Association

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Vice President, Federal Relations
WellHive

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Ben Ballard, MA

Cybersecurity Engineer
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Director of Hospital and Clinic Operations
Brownfield Regional Medical Center Rural
Health Clinic

Tyler Toline, MHA, FACHE

CEO
Franciscan Healthcare

Chris Nichols, MPT, NHA

CEO
Fillmore County Hospital

Amy Pope, MSN, RN

Manager, Clinical Excellence
Medical Solutions

Kirk Swartzbaugh, MBA, CLU

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Healthcare Emergency Management &
Business Continuity SME
Veoci, Inc.

Garry Miller, MSHMI, MBA

Product Manager, Interoperability
MEDITECH

Ken Harman, MHA

Regional Liaison
Rural Health Redesign Center (RHRC)

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AGENDA AT-A-GLANCE

Monday, June 3

9:00 A.M. - 3:00 P.M.

Pre-Conference Session
RHC Office Manager/Department Lead Specialist Training

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

Welcome Reception
featuring a performance by Kid Shelleen and Senator Brian Hardin

Tuesday, June 4

8:30 A.M.

Opening Remarks

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

Keynote - Brock Slabach
Rural Policy & National Rural Updates
National Rural Health Association

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

Sponsor Break & Networking

10:15 A.M. - 11:00 A.M.

Breakout Sessions

COMMUNITY	WORKFORCE	OPERATIONS	SECURITY / IT
VA External Provider Scheduling	Leveraging DERs for Recruiting and Retention	Swing Bed Certification Updates	Securing Rural Hospitals: How to Build Cyber Resiliency with Limited Resources

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

Networking Sessions
Time for collaborative conversations between hospital teams and health care leaders. Space and time available for collaborative meetings.

11:45 A.M.-12:45 P.M.

Lunch and Awards

1:00 P.M. - 2:00 P.M.

General Session
Viewing Access Through the Eyes of the Community
Michael Tackitt, CRHCP, LP, CAC
Director of Hospital and Clinic Operations,
Brownfield (TX) Regional Medical Center Rural Health Clinic

2:00 P.M.- 2:30 P.M.

Sponsor Break

2:30 P.M.- 3:15 P.M.

Breakout Sessions

COMMUNITY	WORKFORCE	OPERATIONS	SECURITY / IT
Community Transportation for Health Care Needs in Rural Nebraska	Empowering Rural Care: Dynamic Staffing Solutions & Retention Methods	Pharmacy-Addressing the fastest growing line item for most Employer's Plans	The Brave New-ish World of AI and Health Care

3:15 P.M.- 4:00 P.M.

Breakout Sessions

COMMUNITY	WORKFORCE	OPERATIONS	SECURITY / IT
Rural Emergency Hospital criteria, Assessment/ Process, and Lessons Learned from Nebraska Hospital that Converted	Students in Health Care: Understanding the Legal Landscapes and Options	Workplace Safety: The Game has Changed!	Don't Relax Now: The Cyber Attack and Ransomware Year in Review

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

Sponsor Reception

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

NHA PAC Reception

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AGENDA AT-A-GLANCE

Tuesday, June 4

RHC Track

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

Billing and Coding Updates

John Burns, ArchPro Coding

11:45 A.M. - 12:45 P.M.

Lunch and Awards

1:00 P.M. - 2:00 P.M.

From Regulations to RHC Excellence

Kate Hill, RN, Vice President, Clinic Services Division, The Compliance Team

2:30 P.M. - 3:15 P.M.

Behavioral Health Integration in RHCs

Rob Bloom, MBA, CPA, Principal Wintergreen

3:15 P.M. - 4:00 P.M.

Marketing Strategies for Employee Success, Benefits, and Community Engagement

Brent Comstock, Founder & CEO, BCOM Solutions

Wednesday, June 5

8:00 A.M. - 8:30 A.M.

Association Health Plan Updates

Marty Fattig, Kirk Swartzbaugh, Mike DeLanie

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

Keynote - Troy Dannen

Athletic Director, University of Nebraska - Lincoln

9:15 A.M. - 10:15 A.M.

Rural Roadmap and Rural Advocacy Updates

Moderator: Michelle Rathman, Panelists: Jeremy Nordquist, NHA, Jed Hansen, NeRHA, Senator Mike Jacobson, and Senator Teresa Ibach Association Health Plan Updates

10:30 A.M. - 11:15 A.M.

Breakout Sessions

COMMUNITY	WORKFORCE	OPERATIONS	SECURITY / IT
Remotely Improving Physical Activity in Rural Communities	Understanding the Responsibilities of Your Hospital's Board of Directors	Maximizing Advertising Budgets for Critical Access Hospitals	What's the Return on Investment for Emergency Management and Business Continuity in Health Care?

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

Panel Discussions:

Medicaid Assessment Update

Jeremy Nordquist, President, Nebraska Hospital Association

Interoperability

Moderator: Michelle Rathman, Panelists: Garry Miller, MSHMI, MBA, Product Manager, Interoperability, MEDITECH

Wednesday, June 5

FHIR Post Conference

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

Working Lunch

1:00 P.M. - 1:45 P.M.

FHIR Overview and Impact on Clinical Care

1:45 P.M. - 2:30 P.M.

Benefits of Rural Research and Impact on the Community

2:30 P.M. - 2:45 P.M.

Break

2:45 P.M. - 3:30 P.M.

Panel Discussion: FHIR in Action

3:30 P.M. - 4:00 P.M.

FHIR Horizon Scanning

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AGENDA AT-A-GLANCE

HFMA

Tuesday, June 4

8:30 A.M.

Opening Remarks

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

Keynote - Brock Slabach

Rural Policy & National Rural Updates
National Rural Health Association

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

Sponsor Break & Networking

10:15 A.M. - 11:00 A.M.

Breakout Session

How to get (some of) What You Want - Top 10 Negotiations of Managed Care

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

Networking Sessions

Time for collaborative conversations between hospital teams and health care leaders. Space and time available for collaborative meetings.

11:45 A.M.-12:45 P.M.

Lunch and Awards

1:00 P.M. - 2:00 P.M.

General Session

Viewing Access Through the Eyes of the Community
Michael Tackitt, CRHCP, LP, CAC
Director of Hospital and Clinic Operations,
Brownfield (TX) Regional Medical Center Rural Health Clinic

2:00 P.M.- 2:30 P.M.

Sponsor Break

2:30 P.M.- 3:15 P.M.

Breakout Session

Hot Topics in Revenue Cycle today

3:15 P.M.- 4:00 P.M.

Breakout Sessions

Improving your 340B Net

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

Sponsor Reception

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

NHA PAC Reception

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PRE-CONFERENCE

MONDAY, JUNE 3

9:00 A.M. - 10:30 A.M.	In Session
10:30 A.M. - 10:45 A.M.	Break
10:45 A.M. - 12:00 P.M.	In Session
12:00 P.M. - 1:00 P.M.	Lunch
1:00 P.M. - 2:30 P.M.	In Session
2:30 P.M. - 2:45 P.M.	Break
2:45 P.M. - 4:00 P.M.	In Session
4:00 P.M.	Questions, comments Adjourn

RHC OFFICE MANAGER/DEPARTMENT LEAD SPECIALIST TRAINING

Stacey Howe
ArchPro Coding

The Middle Manager is an integral part of the Health Center. Middle Manager may be referred to as Office Manager, Team Lead, Department Manager. The Middle Manager provides oversight of the processes, procedures and employees in the departments they lead. In this training, we will focus on the Middle manager positions that may be responsible for leading and managing the operations of the Credentialing Team, Provider Enrollment Team, Billing/Revenue Cycle Team, and Front Office Team.

Topics Include:

Skills and Characteristics of Office Manager

- Expectation
- Responsibilities
- Departments to oversee

Health Center Basics

- Characteristics of Health Centers
- Funding
- Focus
- 340B
- FTCA

Policies and Procedures

- Billing
- Bad Debt
- Enrollment
- Credentialing
- SFS

Sliding Fee Scale

- Guidelines
- Discount Categories
- Documentation Requirements
- Period of Eligibility

Job Descriptions and Assignment of Duties

- Front office Staff
- Credentialing Staff
- Enrollment Staff
- Billing Staff

Credentialing

- What is credentialing?
- Reasons for credentialing
- Accrediting Bodies and guidelines
- Primary Source Verification
- Putting it all together

Privileging

- What is Privileging?
- Categories
- Accrediting Body Requirements
- Temporary Privileging

Provider Enrollment

- What is provider enrollment?
- Understand the difference between enrollment and credentialing
- Understand Payer Requirements
- Identify solutions for more efficient enrollment processes
- Identifying five most common enrollment mistakes to avoid

Billing/Revenue Cycle

- EMR Configuration
- Working AR and common mistakes to avoid
- Statements
- Fee Schedules
- Credit Balance Reports
- Refunds – Patient/Payer
- Bad Debt

Front Office

- Processing patients in EMR
- Insurance Verification
- Sliding Scale Info
- Understanding the correlation between customer service and patient satisfaction
- Review key behaviors that are exhibited in best practices
- Learn strategies for customer service awareness

Training and Communication

- Training and turnover rates
- Developing the right environment to reduce turnover
- Investing in Training
- What does good communication look like?
- Tips on how to have effective communication

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AGENDA

TUESDAY, JUNE 4

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

THE LANDSCAPE OF RURAL HEALTH

Brock Slabach, MPH, FACHE

Senior Vice President of Member Services, National Rural Health Association

Providers of care have seen major changes over the last decade in the landscape of healthcare delivery in America, made especially more difficult after the COVID-19 pandemic. These changes present challenges and opportunities. This session will focus on the potential impact of federal policy on providers of care and their communities with emphasis on value-based care and population health.

Learning Objectives:

- Attendees will understand the impact of severe workforce shortages on providers of care in rural communities.
- Attendees will outline challenges and opportunities for providers of care from a federal point of view, including regulatory and legislative updates.
- Attendees will outline innovations in rural health, including the Rural Emergency Hospital (REH) and the ACO advanced payment model.

10:15 A.M. - 11:00 A.M. - BREAKOUT COMMUNITY

VETERAN'S AFFAIRS (VA) EXTERNAL PROVIDER SCHEDULING

Nadhal Eadeh, MPP

Vice President, Federal Relations, WellHive

PVA's community care network provides access to more than a million community providers in all 50 states and U.S. territories. Approximately 2.5 million Veterans take advantage of community care each year. External Provider Scheduling (EPS) is a VA owned platform that helps VA streamline referrals by directly integrating with your electronic health record. This provides VA schedulers with real-time access to community providers scheduling grids, decreases wait-times, and increases access to care. EPS is coming to Nebraska in the fall of 2024. Learn more about how your health system can enroll in the EPS platform.

Learning Objectives:

- Attendees will explore the VA's investment in digital health.
- Attendees will evaluate how their health system can enroll in EPS.
- Attendees will explore the common challenges in care coordination across the United States.

10:15 A.M. - 11:00 A.M. - BREAKOUT WORKFORCE

LEVERAGING DERs FOR RECRUITING AND RETENTION

Rob Bloom, MBA, CPA

Principal, Wintergreen

Nicole Thorell, RN, MSN FNP-C,

Senior Consultant, Wintergreen

Brett Shippee, LUTCF

Partner, United Professional Advisors

Troy Branch, J.D., ChFC, CLU

2nd Vice President, Advanced Planning, Ameritas

Join us for a practical, operations-based presentation designed to help rural hospital CEOs and CFOs improve their market position through more effective and better aligned benefits programs. The presentation will feature underutilized industry retirement options to transform benefits to a strategic advantage.

We all recognize that employee benefits represent one of the largest costs for rural hospitals, and that many executives view this burdensome line item as futile – that there is little to no control over rising costs. At Wintergreen, we respectfully disagree. Although recruitment and retention challenges are tedious, time consuming and expensive, they are equally important to continuity, strategy execution and financial performance. Thankfully, hospital leaders have access to a creative lever to unlock value through DERs.

Key employees, executives, and providers command competitive compensation packages. How can rural hospitals address those requirements and foster loyalty and longevity? In this free presentation, Wintergreen's Rob Bloom, United Professional Benefits' Brett Shippee, and Ameritas' Troy Branch discuss a new strategy regarding retirement options that supports both recruitment and retention efforts. This financial vehicle enables hospitals to provide a significant, tax-advantaged benefit, avoid ERISA limitations, and reward top tier, long-tenured employees. This presentation will provide specific examples and financial models that quantify the economic power of a new program designed specifically for rural healthcare organizations.

Learning Objectives:

- Attendees will understand how deferred executive retirement plans can help fund the hospital mission.
- Attendees will recognize the importance retirement programs can play in human resource strategy.
- Attendees will identify specific opportunities to gain a competitive edge in the market regarding retirement benefits.
- Attendees will discuss human resource strategies to mold retirement options to the demands and capabilities of individuals and hospital employers.

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AGENDA

TUESDAY, JUNE 4

10:15 A.M. - 11:00 A.M. - BREAKOUT OPERATIONS

SWING BED CERTIFICATION UPDATES

Kate Hill, RN

Vice President, Clinic Services Division, The Compliance Team

This session will describe the updated Medicare certification regulations to participate in the swing-bed program and explain the differences between the requirements for critical access and other rural hospitals.

Learning Objectives:

- Describe the changes in certification Swing Bed updates.
- Explain the differences between the requirements for comprehensive assessment in a critical access hospital and a rural health clinic.
- Describe updates to the regulatory requirements and related interpretive guidelines.

10:15 A.M. - 11:00 A.M. - BREAKOUT SECURITY/IT

SECURING RURAL HOSPITALS: HOW TO BUILD CYBER RESILIENCY WITH LIMITED RESOURCES

Matt Weir, PhD

Principal Cybersecurity Researcher, The MITRE Corporation

Ben Ballard, MA

Cybersecurity Engineer, The MITRE Corporation

In this session, Dr. Matt Weir and Ben Ballard will discuss how to build cyber resiliency in rural hospitals and clinics. Challenges of limited resources and ability to respond to a cybersecurity incident can be challenging. Our presenters will review options for support to health care organizations and creating response plans.

Learning Objectives:

- Describe the challenges a Health Delivery Organization (HDO) may face in responding to a cybersecurity incident.
- Identify regional entities an HDO may collaborate with in preparing for and responding to a cybersecurity incident.
- Discuss creating and exercising response plans for cyber resilience.

11:15 A.M. - 11:45 A.M. NETWORKING SESSIONS

GREAT PLAINS IDEA-CTR

The Great Plains IDeA Clinical and Translational Research Network brings together a diverse community of researchers, healthcare professionals, and partners from across the region to accelerate the translation of scientific discoveries into clinical practice and public health impact. This networking session will introduce membership benefits and resources, and serve as catalyst for collaboration, innovation, and knowledge exchange amongst attendees.

RURAL ENGAGEMENT AND RESEARCH

This networking session is aimed at fostering collaboration for rural engagement and research. In an era where rural communities face unique challenges and opportunities, this session serves as a nexus for professionals, researchers, and stakeholders passionate about rural development through the use of Practice-Based Research Networks and community and patient engagement.

1:00 P.M. - 2:00 P.M. - GENERAL SESSION

VIEWING ACCESS THROUGH THE EYES OF THE COMMUNITY

Michael Tackitt, CRHCP, LP, CAC

Director of Hospital and Clinic Operations, Brownfield Regional Medical Center Rural Health Clinic

This session will explore how improving equitable access, and convenience, to care can lead to positive outcomes for patients. Discussion will include implementing changes within the rural health clinic to benefit patients and staff.

Learning Objectives:

- Examine the impact of improving equitable access to primary care and how improved convenience will lead to better medical outcomes for patients.
- Implement ease of access changes within their RHC.
- Identify gaps in staff workflow and implement changes that will help reduce burnout and improve staff retention.

2:30 P.M. - 3:15 P.M. - BREAKOUT COMMUNITY

COMMUNITY TRANSPORTATION FOR HEALTH CARE NEEDS IN RURAL NEBRASKA

Tyler Toline, MHA, FACHE

CEO, Franciscan Healthcare

Chris Nichols, MPT, NHA

CEO, Fillmore County Hospital

This session will include a panel discussion on hospital-supported community transportation services, the successes and challenges of implementing the programs in rural communities, and the support the Department of Transportation can provide in starting a transportation service in new areas of the state. Panelists are Tyler Toline, CEO of Franciscan Healthcare in West Point, discussing the Joyride Public Transit service, and Chris Nichols, CEO of Fillmore County Hospital in Geneva, discussing the Fillmore County Rural Transit service.

Learning Objectives:

- Attendees will identify how the Department of Transportation can support rural health care providers in developing community transportation services.
- Attendees will review the challenges and successes of current hospital-supported transportation service programs in Nebraska.
- Presenters will explain how they set up transportation services in their communities, providing key take-aways for attendees as they consider starting their own programs.

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TUESDAY, JUNE 4

2:30 P.M. - 3:15 P.M. - BREAKOUT WORKFORCE

EMPOWERING RURAL CARE: DYNAMIC STAFFING SOLUTIONS & RETENTION METHODS

Amy Pope, MSN, RN

Manager, Clinical Excellence, Medical Solutions

In a world grappling with a staffing shortage, rural healthcare facilities face a distinctive array of challenges. Join Amy Pope, Manager, Clinical Excellence at Medical Solutions, as she delves into the complexities of rural healthcare staffing. Acknowledging that staffing solutions aren't one-size-fits-all, Pope will explore the intricacies of recruiting and retaining talent in rural settings. Discover how to clear your own unique hurdles in an era where the demand for healthcare professionals is at an all-time high. From attracting talent to converting temporary staff to permanent roles, gain insights into innovative strategies designed to address the specific needs of rural healthcare settings.

Learning Objectives:

- Attendees will explore the art of attracting healthcare professionals to rural areas, including examples of successful techniques.
- Attendees will analyze the most effective tools for staff retention in rural settings.
- Attendees will discover how to tackle immediate staffing needs through temporary solutions with the potential to evolve into long-term results.

2:30 P.M. - 3:15 P.M. - BREAKOUT OPERATIONS

PHARMACY-ADDRESSING THE FASTEST GROWING LINE ITEM FOR MOST EMPLOYER'S PLANS

Kirk Swartzbaugh, MBA, CLU

Partner | Consultant, USI

Paul Becker

Regional Vice President, Sales, Truveris

This session will cover Best Practices, including Pharmacy Contract Review, Watchdogs: Clear Guard Rx, Manufacturer's Assistance Programs (MAP)/Patience Assistance Programs (PAP), Domestic Steerage, and Specialty Drug Considerations, as well as Exclusions/Lasers/Spousal Strategies for Pharmacies and 340B.

Learning Objectives:

- Attendees will review best practices to get the most from Pharmacy Plan Options to protect the plan against high claims.
- Attendees will explore how to optimize Domestic Steerage and access to 340b.
- Attendees will analyze Manufacturer Assistance Programs and specialty drug considerations.

2:30 P.M. - 3:15 P.M. - BREAKOUT IT/SECURITY

A MACHINE WILL TAKE YOUR APPOINTMENT/ DIAGNOSE YOU/ BILL YOU - THE BRAVE NEW-WORLD OF AI AND HEALTH CARE

Kristin Lindgren, J.D., MHA

Associate, Baird Holm

Michael Chase, J.D., MHA

Partner, Baird Holm

Artificial Intelligence (AI) continues to make headlines in the health care world. AI has the ability to transform research, patient care and business operations; but many in the medical community remain hesitant. Michael Chase and Kristin Lindgren will discuss the world of AI as it relates to human elements of health care, privacy concerns, and other regulatory developments that will impact the adoption and use of AI.

Learning Objectives:

- Evaluate the history and development of artificial intelligence in health care.
- Discuss the regulatory and compliance issues associated with the adoption and use of AI.
- Review best practices for implementing AI in a hospital setting.

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AGENDA

TUESDAY, JUNE 4

3:15 P.M. - 4:00 P.M. - BREAKOUT COMMUNITY

RURAL EMERGENCY HOSPITAL (REH) CRITERIA, ASSESSMENT/PROCESS, AND LESSONS LEARNED FROM NEBRASKA HOSPITAL THAT CONVERTED

Ken Harman, MHA

Regional Liaison, Rural Health Redesign Center (RHRC)

The purpose of this session is to provide participants with an understanding of the Rural Emergency Hospital (REH) program, including understanding the criteria to be able to participate in the program, what assistance the REH Technical Assistance Center can provide with assessment and evaluation to determine if the program is a good fit for a particular hospital, and help in applying for, and becoming, a REH for those hospitals that would benefit from conversion. In addition, participants will learn what assistance and help is available to REHs post conversion. A Nebraska REH will share their lessons learned from their evaluation and conversion.

Learning Objectives:

- Review the Rural Emergency Hospital (REH) Criteria.
- Evaluate if REH is appropriate for your hospital.
- Review the REH application process.

3:15 P.M. - 4:00 P.M. - BREAKOUT WORKFORCE

STUDENTS IN HEALTHCARE - UNDERSTANDING THE LEGAL LANDSCAPES AND OPTIONS

Vicki Ahlers, J.D.

Partner, Baird Holm

Stacey Ocander, EdD

Senior Director, Workforce & Education Initiatives, NHA

Thanks to HIPAA, the popular "Night in the ED" and "Follow a Doc" job shadow programs have been sharply curtailed. But the need to attract young students to health care professions is greater than ever. NHA has dedicated resources to developing a pathway for statewide internships to assist Nebraska Hospitals. In this program, Stacey Ocander will provide a brief overview of the program being developed by NHA. Vickie Ahlers will then present the legal landscape for structuring such programs for young persons to gain insight into the health care profession.

Learning Objectives:

- Explain how HIPAA applies to job shadow-type programs.
- Describe options for structuring programs for young people to get firsthand insight into careers in health care.
- Review compliance strategies for structuring such programs.

3:15 P.M. - 4:00 P.M. - BREAKOUT OPERATIONS

WORKPLACE SAFETY: THE GAME HAS CHANGED!

Matthew Wolak

Enterprise Sales Executive, The Crisis Prevention Institute (CPI)

Post-COVID, the intensity of workplace violence has pushed passed the ceiling that made it more manageable. Staff are afraid and leave long-tenured jobs for Health Systems that demonstrate more care for their safety. But how do they know workplace safety matters to the organization? Join Matthew J Wolak as he unravels the "How" behind a clear and compelling WPV prevention program that measures outcomes, continues to secure funding, and integrates current legislation.

Learning Objectives:

- Determine your Health System's WPV Preparedness.
- Identify four NEW insights that you can apply to your WPV Plans now!
- Distinguish five comparative metrics that will allow you to measure outcomes and secure funding for a robust, well-suited workplace safety training program across your enterprise..

3:15 P.M. - 4:00 P.M. - BREAKOUT IT/SECURITY

DON'T RELAX NOW: THE CYBER ATTACK AND RANSOMWARE YEAR IN REVIEW

Rick Jeffries, J.D.

Partner, Cline Williams Wright Johnson & Oldfather, LLP

Ransomware and other cyber-attacks against healthcare institutions were at an all-time high in 2023. Like Jesse James, cybercriminals attack hospitals and other providers because that's where the money is. Health care databases are the royal flush of identity theft. It's going to keep happening. The trick is to keep it from happening to you, and being prepared to respond if it does. Rick Jeffries is a trial lawyer, tech nerd, Certified Information Privacy Professional/US, and general counsel. Rick's presentation reviews often include words like "large," "loud," and "scary." In the engaging if chilling style of driver's ed crash movies, Rick will remind attendees how bad it is out there and what senior managers can do to keep their institutions out of the headlines.

Learning Objectives:

- Explore the continued cybersecurity risks associated with health care data.
- Discover the latest forms of the destructors.
- Review appropriate measures to minimize security risks.
- Identify ways to improve their ability to communicate with technical and non-technical stakeholders alike.

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

SPONSOR RECEPTION

NHA - NeRHA Rural Health Conference

HFMA

TUESDAY, JUNE 4

10:15 A.M. - 11:00 A.M

HOW TO GET (SOME OF) WHAT YOU WANT - TOP 10 NEGOTIATIONS OF MANAGED CARE

Andrew D. Kloeckner

Baird Holm

It's an MCO world, and we're all just living in it. Or is it? What power does your organization have in negotiating MCO agreements? Andy Kloeckner will give a "top ten" of negotiating tips for MCO agreements, including identifying critical terms and determining your risk tolerance. Leave this presentation feeling more empowered in the next round of negotiations!

Learning Objectives

- Identifying key MCO contract terms to look for
- Strategies for attempting negotiation
- Understanding the risks of agreeing to template terms

2:30 P.M. - 3:15 P.M. - HFMA BREAKOUT

HOT TOPICS IN REVENUE CYCLE TODAY

Martie Ross and Kathy Reep

PYA

This session will look at key issues impacting the revenue cycle in 2024. We will look at price transparency, Medicare Advantage, the Change Healthcare incident, and other topics relative to revenue cycle leaders.

Learning Objectives

- Identify pending changes to the requirements for hospital price transparency
- Understand new requirements for Medicare Advantage plans impacting hospitals and clinicians
- Recognize other key issues impacting the work flow within their organizations

3:15 P.M. - 4:00 P.M. - HFMA BREAKOUT

IMPROVING YOUR 340B NET

Chase Dudzinski,

Amberwell Health, Easter, KSs

Revenue in Today's Environment

For many covered entities, 340b offers a lifeline of profit to be able to provide the needed care in their community. In today's environment 340b is under attack and many of the covered entities are leaving hundreds of thousands on the table by not keeping up with change. In this presentation, I aim to give the listener actionable takeaways to improve their 340b net revenue starting today.

Learning Objectives:

- Review single contracted pharmacies and the importance of placing contracts correctly.
- Explore the importance of specialist recapture of 340b eligible drugs.
- Assemble a strategy around patient engagement through the text channel to improve patient outcomes, patient adherence and 340b net revenue.

NHA - NeRHA Rural Health Conference

RURAL HEALTH CLINICS

TUESDAY, JUNE 4

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

BILLING & CODING UPDATES

John Burns

ArchPro Coding

1:00 P.M. - 2:00 P.M.

FROM REGULATIONS TO RHC EXCELLENCE

Kate Hill, RN

Vice President, Clinic Services Division The Compliance Team

In our workshop, we'll begin by briefly revisiting the RHC (Rural Health Clinic) regulations, then explore how these guidelines can be practically implemented in the fast-paced environment of a clinic. Our talk will highlight the deficiencies frequently encountered and offer strategies to prevent them. Participants will gain valuable insights into navigating these challenges efficiently.

Learning Objectives:

- Review the RHC Regulations.
- Explore ways to stay in compliance with RHC Regulations.
- Recognize ways to avoid deficiencies to the RHC Regulations.

2:30 P.M. - 3:15 P.M. - RURAL HEALTH TRACK

BEHAVIORAL HEALTH INTEGRATION IN RHCSL

Rob Bloom, MBA, CPA and Nicole Thorell

Principal Wintergreen

Rural America struggles with a chronic mental health care delivery crisis exacerbated by a lack of access to essential services. While the challenges rest on an intractable shortage of mental health professionals, rural health clinics have an opportunity to mitigate obstacles through more effective planning, the adoption of creative delivery formats, and a commitment to enhanced collaboration across disciplines. Rural Health Clinics that develop a strategy to integrate behavioral health professionals into the primary care setting to leverage the whole person approach that prioritizes collaboration between mental health and physical health professionals have an opportunity to not only enhance access to care, but to simultaneously improve their financial condition.

This presentation will focus on important strategic and tactical steps to integrate behavioral health services with primary care RHC operations.

Learning Objectives:

- Develop strategies to implement and expand behavioral health services in rural health clinics to increase access to vital services and grow revenue.
- Plan the core staffing requirements for financial sustainability.
- Identify a set of tangible opportunities to integrate behavioral health services with existing primary care operations.
- Review potential third-party payer obstacles to overcome and develop strategies to mitigate revenue challenges.

3:15 P.M. - 4:00 P.M. - RURAL HEALTH TRACK

MARKETING STRATEGIES FOR EMPLOYEE SUCCESS, BENEFITS, AND COMMUNITY ENGAGEMENT

Brent Comstock

Founder & CEO BCOM Solutions

Discover impactful marketing tactics for celebrating employee wins, promoting benefits, and engaging with the community. Learn how to elevate your brand within your community while fostering a culture of success and connection.

Learning Objectives:

- Explore storytelling as a way to communicate with your health care employees and communities.
- Discuss digital strategies that will help engage your health care communities.
- Identify ways to encourage community engagement through marketing.

NHA - NeRHA Rural Health Conference

AGENDA

WEDNESDAY, JUNE 5

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

KEYNOTE SESSION

Troy Dannen

Athletic Director, UNL

Special guest speaker, Troy Dannen, UNL's new athletic director will talk about his vision for UNL athletics.

9:15 A.M. - 10:15 A.M.

RURAL ROADMAP AND RURAL ADVOCACY UPDATES AND REH PANEL

Moderator: Michelle Rathman

Panel:

- **Jeremy Nordquist, MPA**
President, NHA
- **Jed Hansen, PhD, APRN, FNP-C**
Executive Director, NeRHA
- **Senator Mike Jacobson**
- **Senator Teresa Ibach**

This session will discuss the Rural Roadmap created by the NHA and NeRHA and how it has helped to inform lawmakers about issues facing rural health care providers and communities, as well as resulting legislation from those efforts.

Learning Objectives:

- Review the Rural Roadmap and how lawmakers can support rural health care providers and communities.
- Describe ways in which advocacy efforts by the NHA, NeRHA, and hospital and clinic leaders have led to legislation that positively impacts rural communities, and ways to continue to advocate.
- Explore lawmakers' perspectives on supporting rural health care providers and communities.

10:30 A.M. - 11:15 A.M. - BREAKOUT COMMUNITY

REMOTELY IMPROVING PHYSICAL ACTIVITY IN RURAL COMMUNITIES

Rashelle Hoffman, PT, DPT, PhD, GCS

Assistant Professor, Creighton University

Physical inactivity is a modifiable risk factor for Alzheimer's Disease and Related Dementias (ADRDs). Additionally, rural communities have an elevated risk of ADRD due to reduced access to healthcare services, physical inactivity, and limited healthcare prevention education. Improving physical activity can delay the progression from mild cognitive impairment/early-stage ADRDs to severe ADRDs and improve cognition and functional mobility. I will share perspectives from rural community members (older adults and care partners) and medical providers about how to adapt a physical activity behavioral intervention and the feasibility for implementation in rural Nebraska communities. I additionally will have interactive polling during the presentation to engage the audience and generate new ideas on how to advance physical activity promotion in health system and rural communities.

Learning Objectives:

- Describe the modifiable risk factors leading to elevated risk of Alzheimer's Disease and Related Dementias in rural areas.
- Discover the feasibility of a physical activity behavioral intervention based on rural community perspective data.
- Outline steps forward to enhance physical activity promotion in Nebraska's health system and in rural communities.

10:30 A.M. - 11:15 A.M. - BREAKOUT WORKFORCE

UNDERSTANDING THE RESPONSIBILITIES OF YOUR HOSPITAL'S BOARD OF DIRECTORS

Paul Baumert, CPA

Healthcare Consulting Shareholder, Lutz

Kirk Delperdang

Healthcare Director, Lutz

What exactly is the role of a hospital's board of directors? Join Lutz Healthcare experts Julianne Kipple and Paul Baumert for an in-person presentation as they discuss the board's responsibility to set a strategic direction, oversee quality care, ensure financial well-being, and more. They'll offer advice on transparent communication and fostering collaboration to contribute to the success of your healthcare organization.

Learning Objectives:

- Review of Board of Director Duties.
- Evaluate strategies for Communication & Collaboration with their Board of Directors.
- Appraise the impact of effective Board Members

NHA - NeRHA Rural Health Conference

AGENDA

WEDNESDAY, JUNE 5

10:30 A.M - 11:15 A.M - BREAKOUT OPERATIONS

MAXIMIZING ADVERTISING BUDGETS FOR CRITICAL ACCESS HOSPITALS

Sara Gadeken

Chief Marketing Officer, Flood Communications

Andy Ruback

CEO, Flood Communications

Most Critical Access Hospitals are not getting properly reimbursed for marketing expenses. Critical Marketing, a division of Flood Communications is dedicated to maximizing advertising budgets for Critical Access Hospitals with simple, pre-made plans, easy reimbursement methods, and legal support. We amplify your brand by creating high-quality content that grabs attention, establishing you as the trusted source and thought leader in healthcare. We also offer diverse recruitment strategies that help you attract the ideal candidates for your facility's unique needs. By leveraging demographic data, browsing trends, and search behaviors, we put you in front of your target audience at the right place and time. Join us as we discuss how your hospital can receive reimbursable marketing dollars that help you invest more effectively in expanding your reach and impact.

Learning Objectives:

- Summarize how to receive additional reimbursable dollars for your marketing expenses.
- Review how to target your quality health care message to the right audience at the right place and time.
- Discuss the importance of ad design and promoting the right health care message.

10:30 A.M - 11:15 A.M - BREAKOUT SECURITY/IT

WHAT'S THE RETURN ON INVESTMENT FOR EMERGENCY MANAGEMENT AND BUSINESS CONTINUITY IN HEALTH CARE? DETERMINING YOUR PROGRAM'S 'WORTH' IN DOLLARS AND CENTS

Lance Lynch, MBA, CHEP, CBCP

Healthcare Emergency Management & Business Continuity SME
Veoci, Inc.

In many healthcare organizations, Emergency Management and Business Continuity Programs are grossly underfunded, understaffed, or under-supported... If they formally exist at all. Building support for an EM/BC program in a hospital requires an approach that combines a few different pillars for justification. In this session, attendees can expect a thorough walkthrough of lenses they can use to focus on during their value proposition to their leadership.

Learning Objectives:

- Explain their programs' impact on their organizations' mission.
- Calculate an evidence-based cost of downtime for their organization.
- Develop a strategy to start or grow their organizations' resilience programs.

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

MEDICAID ASSESMENT

Jeremy Nordquist

President, Nebraska Hospital Association

NHA President Jeremy Nordquist will discuss the Medicaid Assessment and provide an update on the latest news and numbers surrounding the assessment.

Learning Objectives:

- Review the NHA Medicaid Assessment.
- Discuss the latest updates to the Medicaid Assessment.
- Explore the data gathered from the assessment.

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

INTEROPERABILITY

Moderator: Michelle Rathman

Garry Miller, MSHMI, MBA

Product Manager, Interoperability
MEDITECH

Ryan O'Donnell

Sr. Interoperability Customer Strategist
Oracle Health

Panelists will share the work their respective organizations are doing in the interoperability space, along with speaking about current challenges and opportunities they are discussing as leaders in EHR delivery. Additionally, and specifically, chatting about FHIR and how each EHR team is integrating the newest APIs into their products.

Learning objectives:

- Discuss Electronic Health Record interoperability.
- Review current challenges and opportunities in EHR delivery.
- Discuss FHIR and how the newest APIs are being integrated into the EHR's products.

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POST CONFERENCE FHIR SUMMIT AGENDA

WEDNESDAY, JUNE 5

12:00 P.M. - 1 P.M. –

WORKING LUNCH

12:30 P.M. - 1:00 P.M.

FHIR OVERVIEW & OPERATIONS

Jed Hansen,
Jerrod Anzalone

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

WHERE WE ARE TO DATE IN NEBRASKA

Rob Bloom & Nicole Thorell, Wintergreen

1:30 P.M. - 1:45 P.M.

BREAK

1:45 P.M. - 2:30 P.M.

RURAL RESEARCH AND DATABASES

Dr. Russell (Rusty) McCulloh
Vice President for Research, Nebraska Medicine
Associate Vice Chancellor for Clinical Research, UNMC
Professor, Division of Hospital Medicine
Professor, Division of Infectious Diseases
Director of Clinical and Translational Research Operations, Children's Nebraska

2:30 P.M. - 3:30 P.M.

BREAKOUTS WITH EHR VENDORS

(Cerner, Meditech, CPSI...EPIC?) –

3:30 P.M. - 4:00 P.M.

Q&A ROUNDTABLE WITH EHR VENDORS

Moderator- Jed Hansen

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SPEAKER BIOS



VICKI AHLERS, J.D.

Partner

Baird Holm

Vickie Ahlers represents health care clients in matters involving state and federal health care regulation, contracting issues, HIPAA, medical staff issues, and risk management.

Vickie also focuses her practice on data privacy and governance for businesses across all industry sectors. She counsels clients of all sizes, ranging from small critical access hospitals to Fortune 20 companies on data management, contracting, and governance. She has handled hundreds of data breach analyses and response efforts from initial incident response to regulatory enforcement defense.

Vickie is the Chair of the Firm's Health Care section and leads the firm's Privacy & Data Protection group. She has spoken to numerous industry groups such as the American Hospital Association and the Health Care Compliance Association on the topic of privacy and security for healthcare providers, insurers and employers. She has been listed in the top band of Chambers USA, America's Leading Lawyers for Business (© 2013). Since 2007, Vickie has been selected by her peers for inclusion in The Best Lawyers in America® in the field of Health Care Law and was named Best Lawyers' Omaha Healthcare Lawyer of the Year for 2013, 2020 and 2024.



BEN BALLARD, MA

Cybersecurity Engineer

The MITRE Corporation

Ben Ballard is a cybersecurity engineer at the MITRE Corporation. Ben has served as a Google Public Policy Fellow at the Electronic Frontier Foundation, an X-Force Fellow with

the National Security Innovation Network, and a cybersecurity fellow at the Citizen Lab at the Munk School of Global Affairs & Public Policy, University of Toronto. At work, he supports embedded security projects, healthcare cybersecurity, risk assessments, threat modeling, and international cyber capacity building.



PAUL BAUMERT, CPA

Healthcare Consulting Shareholder
Lutz

Paul Baumert is a Consulting Shareholder at Lutz. He began his career in 1998. He specializes in accounting and consulting for healthcare and nonprofit industries with a

focus on financial management support services and reimbursement analysis.



PAUL BECKER

Regional Vice President, Sales
TruVeris

Paul has been working with employers to address employee benefit costs for over 25 years. With experience in benefits consulting, technology platforms, and human resource

administration, and working with both large and small employers, Paul's background allows a true consultative approach to helping companies address their most pressing human capital needs.

Paul's role as a specialist in pharmacy cost containment solutions helps employers to take more control and open transparency into their pharmacy spend. Paul's goal when engaging with employers is to give plan sponsors the knowledge they need to compare, optimize, and manage pharmacy benefits for their organization and employees.



ROB BLOOM, MBA, CPA

Principal
Wintergreen

A Nebraska native, Rob was born and raised on a ranch in southwest Nebraska. Prior to joining Wintergreen as a Principal, Rob served as CFO for Carthage Area Hospital for well

over a decade. He had previously held positions with the Hospital as Administrator of Primary Care Services and Interim Chief Financial Officer. In addition to his role as CFO at Carthage, Rob also served concurrently (2021-2022) as Chief Financial Officer at Claxton Hepburn Medical Center and Orleans Community Hospital in addition to providing consultative services to several other hospitals in rural New York. Rob brings to Wintergreen over 15 years of leadership and financial experience with expertise in turnaround management, staff development, cash management, effective budgeting and auditing and strategic planning.



TROY BRANCH, J.D., ChFC, CLU

2nd Vice President, Advanced Planning
Ameritas

Troy Branch serves as 2nd Vice President, Advanced Planning with Ameritas, where he consults with advisors and insurance professionals. His area of expertise includes

nonqualified executive benefits planning, estate planning, wealth management and risk management. He was elected as the national secretary for 2023/2024 for The Society of Financial Service Professionals (FSP), a nationwide, multidisciplinary network. Branch has served on the FSP national board of directors since 2019 and is currently on the board of the Lincoln Chapter.

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SPEAKER BIOS



MICHAEL CHASE, J.D., MHA

Partner

Baird Holm

Michael W. Chase is a partner in the Health Care group at Baird Holm LLP. Mr. Chase counsels clients on federal and state regulatory matters including Federal health care fraud and abuse laws, physician contracts, compliance programs, HIPAA, and institutional review board compliance. Mr. Chase is a member of the American Health Lawyers Association, the Iowa Society of Healthcare Attorneys, the Healthcare Financial Management Association, the Health Care Compliance Association and other civic organizations.



BRENT COMSTOCK

Founder & CEO

BCOM Solutions

Since the age of 12, Brent Comstock has served as founder and chief executive officer of the nationally recognized company, BCom Solutions. In this role, he has served as the senior digital adviser for local, state and national political campaigns, and billion-dollar fundraising initiatives. He is a nationally-recognized key leader for using broadband to connect rural America. He used his company's success as a platform to dive deeper into rural entrepreneurship with the development of the Rural Impact Hub—a place for rural community organizations to partner together and collaborate ways to support and strengthen rural America. More recently Comstock serves as principal of the venture capital fund, Change Ventures, that invests in early stage Baltic-region start-ups. He is a graduate of the University of North Carolina at Chapel Hill and Duke University where he was a Robertson Scholar.



TROY DANNEN

University of Nebraska Athletic Director
UNL

Tory Dannen is the new Athletic Director at the University of Nebraska. Dannen previously served as Director of Athletics at the University of Washington, a fellow Big Ten institution.

He also served as AD at Tulane, and before that led athletics at his alma mater, the University of Northern Iowa. Prior to his time at UNI, Dannen served as the Iowa Girls High School Athletic Union's Executive Director for seven years. Dannen graduated from UNI in 1989 with a degree in communications. He is married to Amy, and together they have four children: Elle, Emily, Holly and William.



KIRK DELPERDANG

Healthcare Director

Lutz

Kirk Delperdang is a Healthcare Director at Lutz. He began his career in 1993. He provides healthcare enrollment services to clients with a focus on Medicare providers and reimbursement analyses. In addition, he is responsible for leading Lutz's cost report service offering.

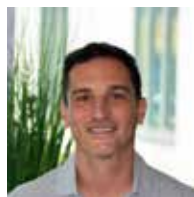


CHASE DUDZINSKI, CPA (HFMA SPEAKER)

Chief Financial Officer

Amberwell Health, Easter, KS

Chase Dudzinski is the current Chief Financial Officer of Amberwell Health which is comprised of two critical access hospitals in Atchison and Hiawatha Kansas with over 10 locations of care. Chase Dudzinski also provides guidance to other critical access hospitals on a contract basis to help strengthen rural health finances. Chase has recently started a retail pharmacy and DME service which has given further insight into the 340b program from a contract pharmacy perspective. Previous to Amberwell, Chase worked at Lutz out of Omaha, Nebraska where he provided CFO services to many of the Nebraska/Kansas/Iowa Critical Access Hospitals. Chase was born and raised in Omaha, Nebraska is married to the love of his life Jess, and has two beautiful boys and one little girl on the way. In his spare time Chase, likes to be with his family at their farm in Tecumseh, Nebraska.



NADHAL EADEH, MPP

Vice President, Federal Relations

WellHive

Nadhal Eadeh joined WellHive in 2019 to lead the technology company's marketing, strategy, congressional outreach, and government services portfolio. In his current role, he works directly with health systems to increase adoption of the U.S. Department of Veterans Affairs (VA), External Provider Scheduling platform which streamlines the referral/scheduling process between VA & community health systems. In his previous role, Nadhal spent 11 years at VA Central Office in Washington D.C. and served under multiple Under Secretary for Benefits (USB) In his last position, Nadhal served as the Special Assistant and Intergovernmental and Veteran Service Organization liaison for the USB. Nadhal earned his master's degree from the McCourt School of Public Policy at Georgetown University and his bachelor's degree from John Carroll University.

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SPEAKER BIOS



SARA GADEKEN
Chief Marketing Officer
Flood Communications

With over 16 years in the marketing and advertising industry, Sara has been at the forefront of innovative digital marketing strategies, leveraging technology and data to craft impactful campaigns that resonate with the right audience at the right time and place. At the heart of her approach is a fundamental belief in the power of effective communication to bridge the gap between people and information. Central to her success is a storytelling approach that builds trust and curiosity, ensuring messages are not only seen but felt. She takes pride in helping companies thrive in this omni-media channel world and is passionate about driving results for businesses in today's ever-evolving digital landscape.



JED HANSEN, PHD, APRN, FNP-C
Executive Director
NeRHA

Jed Hansen, PhD, APRN, FNP-C, is the Nebraska Rural Health Association's Executive Director and serves as the Nebraska Hospital Association's senior rural consultant. Additionally, his academic background is focused on healthcare utilization facilitators and barriers in ambulatory care settings, and he actively practices in Urgent Care and Family Practice. He is a Fellow of the National Rural Health Association, the 2023 NRHA National Advocate of the Year, and has been recognized as an influential healthcare executive and academic leader in Nebraska through the Nebraska Action Coalition and the University of Nebraska Medical Center, respectively.



KATE HILL, RN
Vice President, Clinic Services Division
The Compliance Team

Kate Hill, RN joined The Compliance Team in 2012 to direct TCT's RHC accreditation program and has fallen in love with Rural. She has a passion for delivery of the best care possible to every patient. She presently serves on the Board of the NRHA. She speaks at meetings countrywide which gives her the opportunity to learn firsthand the diverse issues clinics are facing. Kate also works with clinics in TCT's PCMH and Swing Bed programs and is seeing that PCMH accreditation is being increasingly rewarded by payers as we move into value-based care and that Swing Bed certification increases patients in those beds.

Kate lives in suburban Philadelphia near her three granddaughters.



RASHELLE HOFFMAN, PT, DPT, PHD, GCS
Assistant Professor
Creighton University

Dr. Rashelle Hoffman is an Assistant Professor in the Department of Physical Therapy, School of Pharmacy and Health Professions at Creighton University in Omaha, NE. She achieved her Doctorate in Physical Therapy and PhD at the University of Nebraska Medical Center and is a Board Certified Geriatric Clinical Specialist. Additionally, she completed a Postdoctoral Fellowship at the University of Colorado Anschutz Medical Campus. Dr. Hoffman has clinical experience in skilled nursing, outpatient, long-term care, and home health settings. Her research and scholarly activities are focused on behavioral and neuroimaging outcomes to improve understanding of the brain activity underlying movement and cognition and to promote physical activity with a particular interest in rural-dwelling older adults with cognitive decline and their care partners in dyadic interventions.



RICK JEFFRIES, J.D.
Partner

Cline Williams Wright Johnson & Oldfather, LLP
Rick Jeffries is a partner in, and general counsel to, Cline Williams Wright Johnson & Oldfather, LLP. He has 30 years of experience as a commercial trial lawyer. Rick offers an

advisory practice in technology, information security and privacy, on matters ranging from contracts to incident response. Rick also advises other lawyers in matters of professional responsibility, with an emphasis on emotional and physical wellness.

Rick is a Certified Information Privacy Professional/US, as sanctioned by the International Association of Privacy Professionals. He is married, the father of two former Little League All-Stars, a devoted fan of UNO Maverick Athletics, and he holds four state powerlifting records.



ANDREW D. KLOECKNER, J.D. (HFMA SPEAKER)
Partner

Baird Holm

Andrew D. Kloeckner represents healthcare clients with respect to a variety of issues, including regulatory, compliance, reimbursement, transactional, contracting, and tax-exemption matters. He received his Juris Doctor from Creighton University School of Law, magna cum laude, where he graduated with a concentration in Business, Taxation and Commercial Transactions. Andy also holds a Bachelor of Science in Business Administration, with an emphasis in accounting, summa cum laude, from Creighton University.

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SPEAKER BIOS



KRISTIN LINDGREN, J.D., MHA

**Associate
Baird Holm**

Kristin N. Lindgren is a member of Baird Holm's Health Care practice group. She assists health care entities with all aspects of health care law, including regulatory, compliance, transactional, and HIPAA matters. Prior to joining the firm, she worked in health care administration and became familiar with the inner workings of large health care systems.



CHRIS NICHOLS, MPT, NHA CEO

Fillmore County Hospital

Chris Nichols has been the Chief Executive Officer at Fillmore County Hospital in Geneva, NE for the past seven years. During the past few years he has served on the Regional Policy Board (Region 6) for the American Hospital Association, the Nebraska Hospital Association Board of Directors, the Nebraska Purchasing Group Board, Prairie Health Ventures Board, and the ruralMED Cooperative Board of Directors.

Prior to Fillmore County Hospital, Chris served as CEO of Horn Memorial Hospital in Ida Grove, Iowa for nearly five years. Prior to 2013, Chris served in various roles within the field of rehabilitation and physical therapy, managing two start-up inpatient rehab facilities within hospitals (Mary Lanning in Hastings and St. Francis in Grand Island) as well as various general rehab department management roles. He started in healthcare in 1998 as a physical therapist and is originally from Grand Island, NE.



JEREMY NORDQUIST, MPA

President

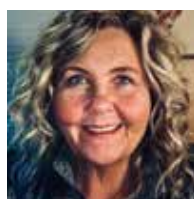
Nebraska Hospital Association

From 2004 to 2008, Nordquist worked for the Nebraska Legislature, as research analyst and an aide to senator John Synowiecki. From 2008 to 2013, he was employed as an advisor by Building Bright Futures, an Omaha philanthropy that sought to improve academic performance by low-income Omaha children.

In 2008, Nordquist ran for the Nebraska Legislature from District 7, representing downtown and southern Omaha. Nordquist represented an Omaha district in the Nebraska Legislature from 2009 to 2015. During his tenure in the Legislature, Nordquist served as chair of the Retirement Systems Committee; he also sat on the Appropriations Committee. In 2014, he co-chaired an initiative petition drive that sought to raise the state's minimum wage to \$9 per hour; the measure passed in the general election. In 2015, Nordquist resigned from the Legislature in order to become chief of staff for Brad Ashford, who had been elected to represent Nebraska's 2nd District in the U.S. House of Representatives.

Prior to joining the Nebraska Hospital Association in December of 2021, Jeremy previously served as the Government Affairs Director for Nebraska Medicine in Omaha.

Jeremy has appeared on MSNBC, BBC, and Univision and has been quoted in the Los Angeles Times, USA Today, the Guardian, Huffington Post, Governing Magazine, Politico, and many local and regional outlets.



STACEY OCANDER, EDD

**Senior Director, Education & Workforce
Initiatives**

Nebraska Hospital Association

Dr. Stacey Ocander is the Senior Director of Workforce Initiatives and Education for the Nebraska Hospital Association and most recent past Dean of Health Careers and College Health Advisory Officer at Metropolitan Community College. She has her doctorate in Education Administration: Adult and Higher Education with a specialty in Curriculum and Instruction from the University of South Dakota, a Master of Science in Exercise Physiology and a B.S. in Education and Athletic Training from Wayne State College. She started her healthcare provider journey as a CNA and spent many years working in orthopedic surgery, sports medicine, and rehabilitation.

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SPEAKER BIOS



AMY POPE, MSN, RN
Manager, Clinical Excellence
Medical Solutions

Amy is the Manager of Clinical Excellence at Medical Solutions, one of the nation's largest talent ecosystems. She has a passion for implementing evidence-based practices within the healthcare industry to improve overall efficiency and quality of care. Prior to her career at Medical Solutions, she served at the bedside and in leadership roles, has been in the healthcare industry for more than 15 years, an RN for 12 years, and has managed 54-72 FTEs in previous roles. Amy earned her MSN at Walden University in 2015 in Nursing Education.



ANDY RUBACK
CEO

Flood Communications

Andy Ruback, CEO of Flood Communications and Critical Marketing, has driven Flood to prominence, securing a place on the Inc. 5000 list. Under his leadership, Flood has become Nebraska's largest media company, with a significant presence across Television, Radio, Hispanic, and Digital platforms, and has expanded to 11 offices with over 200 employees. At Critical Marketing, Andy applies his media acumen to innovate in healthcare marketing, providing strategies that boost engagement and visibility.



BRETT SHIPPEE, LUTCF
Partner

United Professional Advisors

Brett has over a decade of experience in the insurance sector and has learned from industry leading mentors with more than forty years' experience with Foy Benefits Inc. where Brett spent five years as VP in charge of sales. Brett has served as the Chief Operating Officer of United Professional Advisors for the past three years, working to provide innovative solutions to the twelve national offices within the retirement space. Brett has worked to develop programming specific to the healthcare needs of the Southern Medical Association and independent rural hospitals nationwide.



BROCK SLABACH, MPH, FACHE
Senior Vice President of Member Services
National Rural Health Association

Brock joined NRHA in 2008. He is NRHA's Chief Operating Officer.

He was a rural hospital administrator for more than 21 years and has served on the board of the National Rural Health Association and the regional policy board of the American Hospital Association.

Brock specializes in rural health system development that encompasses population health and the varied payment programs moving rural providers into value-based purchasing models. He serves on the Board of Directors of Accreditation Commission for Health Care (ACHC).

Brock is the 2015 recipient of the Calico Quality Leadership Award of the National Rural Health Resource Center, received the American Society of Healthcare Pharmacists (ASHP) Board of Directors' Award of Honor for 2018 and the NRHA's President's Award in 2023.

Brock earned a Master of Public Health degree in health administration from the University of Oklahoma and is a fellow in the American College of Healthcare Executives.



KIRK SWARTZBAUGH, MBA, CLU
Partner | Consultant
USI

Kirk has been in the financial services industry since 1998 and has worked with a number of public and privately-owned corporate clients to design Employee Benefit, Executive

Benefit, and Business Succession Plans to help facilitate a smooth transition of their businesses and retention of their valuable human capital. Kirk has also been very privileged to work with a number of families to help develop their Estate Plans. Kirk confers extensively with his clients, learning their plans and goals in order to create the best financial package to fit their needs.

Kirk earned his Master of Business Administration degree from Creighton University, and earned both his Bachelor and Master of Science in Civil Engineering degrees from the University of Kansas. He has also completed his Chartered Life Underwriter (CLU) designation from the American College.

Kirk is a member of the Omaha Estate Planning Council (OEPC). He is a graduate of the Omaha Chamber of Commerce Leadership Omaha Class 30 and is actively involved in his community. He is currently serving on the Board of his HOA and SID. He and his wife have served the Boys & Girls Club, Nebraska Humane Society, United Way of the Midlands, Omaha Public Schools, Boy Scouts of America, Child Saving Institute, and Brownell-Talbot School.

Kirk and his wife, Sue, have two teenage boys and Kirk is an avid water skier.

NHA - NeRHA Rural Health Conference

SPEAKER BIOS



MICHAEL TACKITT, CRHCP, LP, CAC

**Director of Hospital and Clinic Operations
Brownfield Regional Medical Center Rural
Health Clinic**

Michael Tackitt began his career in 2004 when he enlisted in the United States Army as a combat medic. After three years of active duty, he began working as a paramedic in Texas while serving another six years in the Army Reserve. In 2019 Michael was asked to lead the Rural Health Clinic at Brownfield Regional Medical Center in Brownfield, TX and is currently the Director of Operations for the hospital system.



TYLER TOLINE, MHA, FACHE CEO

Franciscan Healthcare

Tyler Toline has worked in the health care field for over 20 years. Toline has served as the CEO of Saunders Medical Center since 2014.

Prior to this, he worked for several years at CHI Nebraska in a variety of operations positions as well as the Director of Operations at CHI HealthConnect at Home and most recently the Director of Performance Excellence of CHI Nebraska.



MATT WEIR, PHD **Principal Cybersecurity Researcher** **The MITRE Corporation**

Dr. Matt Weir is a principal cyber security researcher at MITRE. He was one of the lead authors of the Playbook for Threat Modeling Medical Devices and is and is

an active contributor to the Biohacking Village at the Defcon security conference. Outside of a clinical setting, Dr. Weir has been awarded the test of time award by the IEEE Security and Privacy Conference for his work developing new models to improve password security.



MATTHEW WOLAK **Enterprise Sales Executive** **The Crisis Prevention Institute (CPI)**

As an Enterprise Sales Executive for the Crisis Prevention Institute, the nation's premier workplace violence prevention training

provider, Matthew has worked with some of the largest health systems in the country, helping them develop their workplace violence plans and prevention programs. An accomplished speaker, his unique style and entertaining personality help engage his audiences as he speaks professionally on the "How" behind workplace safety in the most intense environment healthcare has ever known!