

2021 Spring Forum

May 20-21, 2021
conducted via Zoom



Thursday, May 20

- 8:30 a.m. **Leadership Redefined: A Critical Shift for the Modern Workforce**
Hannah Ubl
- 9:45 a.m. **Leading Through Difficult Times**
Dr. Mike Freel - Bellevue University
- 11:00 a.m. **Cybersecurity: The Last Line of Defense**
James Bowen - Five Nines

Friday, May 21

- 8:30 a.m. **Building Tomorrow's Workforce in Today's Economy: A Framework for Action**
Dr. David DeLong
- 9:45 a.m. **Preparing Nebraska's High School Healthcare Talent Pipeline**
Rachel Buss & Sydney Kobza - Nebraska Department of Education
- 11:00 a.m. **A Guide to Employing Foreign National Healthcare Providers**
Daniel W. Oldenburg - Cline Williams Law Firm

- Registration to participate is \$129 per person
- Complete the attached form and return or [register online](#)

Thursday, May 20

Agenda

8:30 a.m. **Leadership Redefined: A Critical Shift for the Modern Workforce**

Hannah Ubl

The tides have changed, and so have perceptions about what makes for a good job, a good organization and a good leadership methodology. So why is it that so many leaders continue to operate with a workplace ethos that just isn't resonating in our modern working world? Those that aren't adapting to the new rules of the game are facing an environment rife with frustrated employees, high attrition rates and broken lines of communication... not to mention a pipeline of talent that will quickly dry up without some much-needed change.

Through this presentation, Hannah makes the case for why the new leadership mindset shift is critical and explores how the best in the biz are embracing transformation and choosing...

- Trust and transparency over strict rules and regulation
- Radical candor over formal, diplomatic messaging
- Listening to understand over listening to respond
- People and empathy over dollars and cents

9:30 a.m. **AFFILIATE SPONSOR RECOGNITION BREAK**

9:45 a.m. **Leading Through Difficult Times**

Dr. Mike Freel - Bellevue University

Leaders are finally approaching a time when we can take a big breath and focus on the things that matter most, taking care of our people. It's been rough. We've been pulled in a lot of directions and sometimes, we've had to put out some fires. But we're coming out of the tunnel and now, more than ever, strong leadership is going to help us see the light again.

10:45 a.m. **AFFILIATE SPONSOR RECOGNITION BREAK**

11:00 a.m. **Cybersecurity: The Last Line of Defense**

James Bowen - Five Nines

A cyber-attack or external breach of a hospital's technology infrastructure can cause significant downtime, medical records to be destroyed or tampered with, loss of credibility and many other massive disruptions to the day-to-day operations. The last line of defense to ensure that the sensitive information you house is secure is cybersecurity fundamentals. Join Five Nines to discuss common causes of breaches and how to prevent them before disaster strikes.

Friday, May 21

8:30 a.m. **Building Tomorrow's Workforce in Today's Economy: A Framework for Action**

Dr. David DeLong

Is your business hiring and developing workers with the skills to leverage the latest automation and artificial intelligence technologies? We're now in a race between education and technology. Upskilling and reskilling are profound challenges facing leaders today.

But shaping your future workforce is much harder than it looks. What are the specific decisions and actions you should be taking to build your future talent resources? This program provides frameworks and tactics for defining the capabilities, culture and processes needed to transition to a more technology intensive workplace. It provides practical insights to manage the complex changes essential for transforming your business by deploying automation, robots and artificial intelligence.

9:30 a.m. **AFFILIATE SPONSOR RECOGNITION BREAK**

9:45 a.m. **Preparing Nebraska's High School Healthcare Talent Pipeline**

Rachel Buss & Sydney Kobza - Nebraska Department of Education

Learn how your local talent pipeline and future employees are being introduced too and taught health sciences course work in Nebraska high schools. Find out where your hospital can fit into this important Work Base Learning Model ensuring a prepared future healthcare workforce. Participants will be introduced to the Nebraska Department of Education state health science programs of study and course standards, the Nebraska Health Science Work Base Learning Model and the importance of partnering with local HOSA chapters.

10:45 a.m. **AFFILIATE SPONSOR RECOGNITION BREAK**

11:00 a.m. **A Guide to Employing Foreign National Healthcare Providers**

Daniel W. Oldenburg - Cline Williams

This presentation will provide information on the specific processes and procedures associated with employing international medical graduates (IMGs) and other foreign national healthcare providers. The session will highlight the immigration options and procedures for healthcare employers seeking to hire IMGs and other foreign national healthcare providers.

Thank you to all of our Sponsors

Platinum Sponsor



Insurance & Risk Management

Gold Sponsor



Silver Sponsors



Better Medicine • Better Lives



Bronze Sponsors



Public Alliance for Community Energy



Healthcare Laundry Service



Finance | IT | Executive
A Medical Solutions Company



Recovering Your Company's Future



CPAs & BUSINESS ADVISORS



Speakers



Hannah Ubl

Hannah Ubl's core mission is to create organizations that don't suck. She's devoted her career to flipping the traditional workplace script, throwing out the old "employees are lines on a spreadsheet" in favor of treating people at work more like... well, people.

As co-founder of Good Company Consulting, she's sought after for her bold take on building workplaces that prioritize the human experience while simultaneously increasing the bottom line. Hannah's dedicated the past decade to researching people at work - not just top talent and leadership - but everyone in between. She's discovered a strangely well-kept secret for recruiting and retaining the workforce of the future: the best recipe for organizational success is rooted in mindfulness, empathy and kindness. Hannah's work is a fresh approach to the standard (and outdated) workplace narrative. Not afraid to ask the hard questions, she pushes audiences towards self-inquiry to help them become better leaders, better managers and better colleagues.

With heart, deep conviction, and a good dose of self-deprecating humor, Hannah will sweep you along on a journey of insights that lead to deep, lasting mindset shifts about how work works. A passionate speaker and consummate professional, she's energized by her audiences and brings her full self to each and every presentation.



Dr. Mike Freel

Dr. Mike Freel has almost 20 years of experience developing leaders. He's worked with IT security groups, hospitals, business processing firms and various other organizations to design and deliver leadership and development initiatives that target improved performance at the individual and organizational levels. His expertise has led to award-winning programs that integrate organization-based strategy with learning outcomes.

In his current role as the program director for the healthcare programs at Bellevue University, he has administrative and faculty responsibilities at the graduate level. He has served in several healthcare roles in the clinical and academic fields. Dr. Freel is a member of the American College of Healthcare Executives and serves on the Education Advisory Board for the Nebraska Hospital Association, the Bellevue Public Schools Foundation Board of Directors and the Millard Public Schools Special Education Parent Advisory Group.

He earned his Ph.D. in Human Resource Development from the University of Nebraska at Lincoln with a focus in leadership and organizational change. His doctoral research involved the exploration of emotional intelligence and clinical nurses.



James Bowen

James Bowen is the owner and CEO of Five Nines Technology Group, the largest IT services company headquartered in Nebraska. James founded Five Nines in 2006 and the company quickly grew to landing on the INC 500 list of the fastest growing private companies in the United States from which it has continued to make the INC 5000 list for eight continuous years. Five Nines recently opened its fourth location in Nebraska.

James graduated from Nebraska Wesleyan in 2000 in Computer Science and earned his Master of Business Administration – Executive in 2013 from the University of Nebraska. James is an adjunct professor for the Executive MBA program at UNO and serves on the Board of Directors of several institutions, including Mosaic, The Madonna Foundation and The Lincoln Children's Zoo.



Dr. David DeLong

Dr. David DeLong helps leaders implement practical solutions to address critical skill shortages created by major changes in workforce demographics, shifts in generational values and new technologies.

President of Smart Workforce Strategies, David has also been a research fellow at the MIT AgeLab and an adjunct professor at Babson College where he teaches “Leading & Managing Organizational Change”.

He is co-author of *The Executive Guide to High-Impact Talent Management* (McGraw-Hill) and author of the widely-praised book *Lost Knowledge: Confronting the Threat of an Aging Workforce* (Oxford University Press). His most recent book is *Graduate to a Great Job: Make Your College Degree Pay Off in Today’s Market*.

In recent years, David has consulted on research projects funded by the Robert Wood Johnson Foundation that investigated the retention of nurses and the challenges of knowledge transfer. He has also worked extensively with healthcare organizations, providing keynote addresses for state hospital associations in Indiana and New Mexico. He has also presented for nursing organizations in Connecticut, Oklahoma, West Virginia, South Dakota and Ohio. In addition, David has delivered keynote talks to the American Organization of Nurse Executives, the Neurosurgery Executives Society and the North American Skull Base Society.

His work has been widely cited in the New York Times, Fortune Magazine, the Wall Street Journal, the Financial Times, Harvard Business Review Blog, CIO Magazine, US News & World Report and The Boston Globe. He has also been interviewed on NPR’s “Morning Edition” and “Talk of the Nation”.



Rachel Buss

Rachel Buss is the Nebraska HOSA State Advisor for the Nebraska Department of Education. She has a passion for inspiring and providing opportunities for students who have an interest in becoming future healthcare professionals. Rachel believes that Nebraska HOSA can empower students across the state and help meet the growing demand for talented health professionals that Nebraska needs. She also works as a Pediatric Rehabilitation Nurse.

When she is not focused on health care, she is thinking about working on her house or planning trips with her husband.



Sydney Kobza

Sydney Kobza is the Assistant Director of Career, Technical and Adult Education at the Nebraska Department of Education. Her work consists of providing state-level leadership and management of the Federal Strengthening Career & Technical Education Act for the 21st Century to school districts and community college personnel on quality Career and Technical Education programs and instruction. She also organizes and facilitates professional development, assists with research and data reporting related to Career and Technical Education and collaborates to implement the mission and vision for Nebraska Career and Technical Education. Sydney is proud to be on the Nebraska Career and Technical Education team. Her work emphasizes career development through awareness, exploration and preparation in addition to expanding learning opportunities outside of the classroom.



Daniel Oldenburg

Daniel Oldenburg is an Attorney at Cline Williams and provides a multiplicity of immigration legal services to individuals and employers. He specializes in employment based immigration for university and healthcare institutions. He assists with the non-immigrant and immigrant visa services for faculty, researchers, medical fellows and residents. He regularly represents both employers and individuals with Extraordinary Ability Petitions, Outstanding Researcher/Professor Petitions, National Interest Waivers, J-1 Waivers, PERM Labor Certification and H-1B sponsorship. He also provides consultation to employers, investors and entrepreneurs regarding L and E visas respectively. Additionally, Daniel is frequently invited to speak on I-9 and immigration enforcement issues. He regularly presents at Immigration Continuing Legal Education conferences. He assists employers with I-9 training, I-9 compliance and Immigration and Customs Enforcement (ICE) worksite actions.

NHA 2021 Spring Forum
May 20-21, 2021
8:30 a.m. - Noon

To register for NHA 2021 Spring Forum, complete the form below and return it with payment to Nebraska Hospital Association, ATTN: NHA Spring Forum, P.O. Box 82653, Lincoln, NE 68501-2653 or fax to (402) 742-8191.

[Click here to register online](#)

Organization: _____

Name, Title: _____

Name, Title: _____

Name, Title: _____

Name, Title: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Payment Information

Registration fee is \$129 per person

Pay by check: (Payable to Nebraska Hospital Association)

Pay by credit card: Visa Mastercard Discover

Name on card: _____

Credit card #: ____ / ____ / ____ / ____ CVV Code ____ Exp. date ____ / ____

Signature: _____

**You may also return completed form to Heather Bullock
at hbullock@nebraskahospitals.org**



The influential voice of Nebraska's hospitals