

# 97th Annual Convention

**Embassy Suites Hotel & Conference Center**

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**La Vista, Nebraska**

**October 16-18, 2024**

## A Message from the NHA President

NHA members, affiliates, allied groups, and service partners,

We're looking forward to hosting our 97th Annual NHA Convention. As President of the Nebraska Hospital Association, I am looking forward to seeing familiar faces as well as new networking opportunities. Mark your calendars for October 16-18 at the Embassy Suites Conference Center in Omaha/LaVista.

Our team was busy advocating in 2024 for our 92 hospital members and we were fortunate to pass significant legislation that will have a major impact on our hospitals' ability to provide top notch patient care to all Nebraskans. Thanks to everyone who contributed their time and energy to making this happen. Truly game changing!

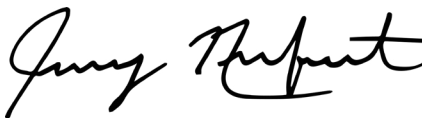
This year's convention will provide us with a valuable opportunity to come together as a health care community, sharing our collective insights and learning from each other's experiences. We have curated an impressive lineup of nationally known keynote speakers, industry experts, and thought leaders who will delve into the pressing issues, innovations, and transformative ideas that continue to shape our health care landscape.

Anticipate informative sessions on crucial topics, engaging discussions that foster collaboration, and a chance to reconnect with peers and colleagues. As always, we are committed to ensuring that this convention is not simply a gathering, but a place where ideas are exchanged, collaborations are forged, and solutions are born.

In addition to the thought-provoking sessions, our convention will also feature our traditional Awards Banquet where we will celebrate the exceptional contributions of individuals and institutions that have made a real difference in our field. And, to cap off the Convention, we'll host our cherished and time-honored Caring Kind Awards Luncheon, where compassion and empathy will take center stage.

Personally, I am eagerly looking forward to welcoming each one of you and experiencing the vibrant energy that our NHA community exudes. Thank you for all you do for health care in our state.

It's that time of year again - Convention time is upon us!



Jeremy Nordquist, MPA  
President

# Table of Contents

EVENT INFORMATION ..... 4

ACCREDITED CONTINUING EDUCATION ..... 5

CONVENTION SPONSORS..... 6

NHA PROGRAMS AT-A-GLANCE .....7

THANK YOU TO OUR ADDITIONAL EVENT SPONSORS..... 8

ALLIED ORGANIZATION PROGRAMS AT-A-GLANCE ..... 9

NHA PROGRAMS | WEDNESDAY .....14

NHA PROGRAMS | THURSDAY.....18

NHA PROGRAMS | FRIDAY .....21

ALLIED PROGRAMS | HR.....24

ALLIED PROGRAMS | ACHE .....26

ALLIED PROGRAMS | NHM .....28

ALLIED PROGRAMS | HFMA.....30

MEMBER HOSPITALS & HEALTH SYSTEMS.....32

AFFILIATE MEMBERS .....34

PARTNER AFFILIATE MEMBERS.....35

NHA KEYNOTE BIOGRAPHIES .....36

NHA PRESENTER BIOGRAPHIES.....39

2023 HEALTH CARE RESOURCE DISPLAYS .....59

EXHIBITORS LIST .....60

PREFERRED BUSINESS PARTNERS .....62

# Event Information

## WHO SHOULD ATTEND

CEOs, Trustees, Quality Leaders, Nursing Leaders, Clinic Managers, Pharmacists, Providers, Hospital/Clinic Finance Professionals, Hospital/Clinic HR Professionals, Hospital/Clinic Marketing Professionals, Hospital/Clinic Social Workers, Hospital/Clinic Engineers

## OVERVIEW

This program has been designed to meet the education needs of health care professionals including hospital and clinic CEOs, leaders, pharmacists, governing board members and providers. This program will focus on health care best practices and resources to support the future of quality care in Nebraska.

## REGISTER

Register online at: [nebraskahospitals.org](http://nebraskahospitals.org)

### REGISTRATION OPTIONS:

All-inclusive Rate for NHA programs.....	\$ 649
Wednesday or Thursday programs only.....	\$349
Friday programs.....	\$199

### YOU MAY ALSO REGISTER À LA CARTE FOR THE NHA EVENTS BELOW:

Wednesday Awards Banquet .....	\$89
The Caring Kind Awards Luncheon .....	\$60
Guest Registration .....	\$200 per guest

*(Includes Wednesday Networking Lunch, Awards Banquet, Thursday Trade Show Lunch and Sponsors' Social)*

### ALLIED HEALTH CARE ORGANIZATION PROGRAMS:

#### American College of Health Care Executives of Nebraska & Western Iowa (ACHE)

ACHE affiliates .....	\$600
ACHE Annual Meeting, Awards Breakfast, & Panel .....	\$50

#### Health Care Financial Management Association (HFMA)

All three days <i>(Includes Wednesday Networking Lunch)</i> .....	\$475
Wednesday programs.....	\$200
Thursday programs.....	\$200
Friday programs.....	\$100
Wednesday/Thursday programs.....	\$400
Thursday/Friday programs.....	\$300

Nebraska Health Care Marketers (NHM) ..... \$275

Nebraska Society for Social Work Leadership in Health Care (NSSWLHC) \$150

Nebraska Society of Health Care Engineers (NSHE) ..... \$70

## QUESTIONS?

For questions about content of the NHA Annual Convention, contact Brian Noonan, Senior Director, Member Communications, at (402) 742-8151 or [bnoonan@nebraskahospitals.org](mailto:bnoonan@nebraskahospitals.org)



## 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 8.0 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 activity is approved by NAHQ® for 9.0 CPHQ CE credits.

### Human Resource Professionals



This program has been submitted to the HR Certification Institute for review.

### Health Care Executives

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 9.25 hours.

### Nursing home administrators

These educational activities are designated for a maximum of 8.25 contact hours each from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

# Accredited Continuing Education

## AXIS Contact Information

For information about the accreditation of this program please contact AXIS [info@axismeded.org](mailto:info@axismeded.org).

## Disclosure of Conflicts of Interest

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.

## Name of Faculty or Presenter Reported Financial Relationship

Meghan Chaffee, JD	Becky Jizba, MSN, MBA, RN, NE-BC
David Slattery	Alecia Neidig, MSN, RN
Ezra Schlecht, CSHO, SSH	Jacqueline Nesi, PhD
Margaret Woepfel, MSN, RN, CPHQ, FACHE	Derek Bailly, CRPS, AIF
Ivan Mitchell, FACHE	Todd Smith
Timothy Johnson, MBA	Patti Jurjevich, MPA
Barry Mathis	Amber Kavan, BSN, RN, CPHQ
Dana Steiner, BSN, MBA, CPHQ	Tara Finkral, BSN, RN-BC
Lori Mazanec	Jacqueline Nesi, PhD
James E. Orlikoff, MA	Dustin Bauer

**Natalie Johnson, MS** reported the following relevant financial relationships or relationships she has with ineligible companies of any amount during the past 24 months: Speakers bureau for Novo Nordisk. The relationship has ended at this time.

The **directors, planners, managers and reviewers** 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
Brian Noonan, MBA	Nothing to disclose
Tiffani Cullin, MSW	Nothing to disclose
Dee Morgillo, MEd., MT(ASCP), CHCP	Nothing to disclose
Holly M. Hampe, DSc., RN, MHA, MRM, CPHQ	Nothing to disclose

## Requirements for credit:

Attend/participate in the educational activity and review all course materials.

Complete the CE Declaration form online by **11:59 P.M. November 18, 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.

## 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..



This educational activity is jointly provided by AXIS Medical Education and the Nebraska Hospital Association Research & Educational Foundation

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# NHA Programs At-A-Glance

## WEDNESDAY, OCTOBER 16

8:30 A.M. - 9:30 A.M.	<b>OPENING KEYNOTE</b> The Future of Politics: From DC to the Front Lines <i>Domenico Montanaro</i>
9:30 A.M. - 10:00 A.M.	<b>BREAK</b>
10:00 A.M. - 10:45 A.M.	<b>BREAKOUT SESSION 1</b> A The Nebraska Legislature and Current Health Care Issues B Medicaid Directed Payment Program & Community Benefits C Violence in the Workplace
11:00 A.M. - 11:45 A.M.	<b>BREAKOUT SESSION 2</b> Sessions A,B,C (repeated)
12:00 P.M. - 1:15 P.M.	<b>NETWORKING LUNCH</b>
1:30 P.M. - 2:15 P.M.	<b>BREAKOUT SESSION 3</b> D Nebraska Medicaid Directed Payment Program: Quality is the Key E Impact of Innovative Approaches to Workforce Solutions Through Collaboration F Medicare Advantage Plans - How Rural Nebraska Hospitals Are Pushing Back
2:30 P.M. - 3:15 P.M.	<b>BREAKOUT SESSION 4</b> Session D,E,F (repeated)
3:30 P.M. - 4:15 P.M.	<b>BREAKOUT SESSION 5</b> G Medical Malpractice Trends and Case Studies H Physician Alignment and Partnership Opportunities I Health Care Best Practices in Workplace Violence
5:30 P.M. - 10:00 P.M.	<b>AWARDS BANQUET &amp; ENTERTAINMENT</b>
10:00 A.M. - 4:00 P.M.	<b>NHA LEADERSHIP INSTITUTE</b> (Final session for 2024 participants)

## THURSDAY, OCTOBER 17

8:30 A.M. - 9:30 A.M.	<b>KEYNOTE</b> Dare to Lead™ <i>Natalie Johnson</i>
9:30 A.M. - 10:00 A.M.	<b>BREAK</b>
10:00 A.M. - 10:45 A.M.	<b>BREAKOUT SESSION 1</b> J How to Attract, Retain, and Equip Board Members to Deal with High Stakes Issues K Navigating the Changing Cybersecurity Landscape L Regional Behavioral Health
11:00 A.M. - 11:45 A.M.	<b>BREAKOUT SESSION 2</b> M There's No Time Like the Present (Exploring Immigration Options for International Medical Graduates and Medical Personnel Presently in the United States) N Business Continuity: What do you need to know and do for best practice and regulatory requirements? O SDOH: How to in the inpatient arena
12:00 P.M. - 1:15 P.M.	<b>TRADE SHOW &amp; LUNCH</b>
1:30 P.M. - 2:30 P.M.	<b>GENERAL SESSION</b> Adolescents Social Media Use & Mental Health <i>Dr. Jacqueline Nesi</i>
2:30 P.M. - 3:45 P.M.	<b>LEGISLATIVE PANEL</b>
4:00 P.M. - 5:30 P.M.	<b>TRADE SHOW SOCIAL HOUR</b>

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## FRIDAY, OCTOBER 18

8:30 A.M. - 9:30 A.M.	<b>CLOSING KEYNOTE</b> Trends in Healthcare and Their Implications for Governance <i>Jamie Orlikoff</i>
9:45 A.M. - 10:30 A.M.	Annual Business Meeting
10:45 A.M. - 11:45 A.M.	Open Dialogue Sessions by Role
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon

# Thank You to Our Additional Event Sponsors



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CLOSING KEYNOTE



**BOYS TOWN NATIONAL RESEARCH HOSPITAL**  
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**CHILDREN'S NEBRASKA**  
GENERAL SESSION



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THURSDAY TRADE SHOW



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# Allied Organization Programs At-A-Glance

## WEDNESDAY, OCTOBER 16

### ACHE

9:30 A.M. - 4:00 P.M. The Human Margin: Foundations of Trust

### HFMA

8:30 A.M. - 9:30 A.M. Keynote \*

10:00 A.M. - 10:50 A.M. The Nebraska Legislature and Current Health Care Issues \*

11:00 A.M. - 11:50 A.M. State Medicaid Directed Payment Program & Community Benefits \*

12:00 P.M. - 1:15 P.M. Networking Lunch \*

1:30 P.M. - 2:20 P.M. Medicare Advantage Plans — How Rural Nebraska Hospitals Are Pushing Back \*

2:30 P.M. - 3:20 P.M. Bridging the Gap Between Revenue Cycle and Contracting

3:30 P.M. - 4:20 P.M. Market Insights using NHA Dimensions

### HR

8:30 A.M. - 9:30 A.M. Keynote \*

10:00 A.M. - 10:45 A.M. Violence in the Workplace

11:00 A.M. - 11:45 A.M. Labor Law Update

1:30 P.M. - 2:15 P.M. Elevating the Employee Experience: HR Solutions to Attract & Retain Top Talent

2:30 P.M. - 3:15 P.M. Rethinking Benefits Strategy for Employee Retention & Cost Optimization

### NHM

12:00 P.M. - 1:15 P.M. Networking Lunch \*

1:30 P.M. - 2:15 P.M. Business Meeting for All NHM Members

2:30 P.M. - 3:15 P.M. Engaging with Senior Leadership in Marketing Decision Making

3:30 P.M. - 4:15 P.M. When You Can't Say, "No," Say "Why" Instead!

5:30 P.M. - 10:00 P.M. Awards Banquet & Entertainment \*  
*Optional Add On*

## THURSDAY, OCTOBER 17

### ACHE

7:00 A.M. - 8:30 A.M. ACHE Annual Meeting & Education Panel

5:00 P.M. - 7:00 P.M. Joint Social Event

### HFMA

8:30 A.M. - 9:30 A.M. Keynote \*

10:00 A.M. - 10:50 A.M. OPEN AI / ChatGPT in Health Care

11:00 A.M. - 11:50 A.M. The Growing Cyber Security Requirements + Trends in Health Care

12:00 P.M. - 1:30 P.M. Trade Show / Lunch \*

1:30 P.M. - 2:30 P.M. General Session \*

2:45 P.M. - 3:35 P.M. Cyber Threats and Mitigation Strategies for the Healthcare Landscape

4:00 P.M. - 5:30 P.M. Trade Show Social Hour \*

### HR

8:30 A.M. - 9:30 A.M. Keynote \*

10:00 A.M. - 10:45 A.M. What's the Big Deal About Return To Work Anyway?

11:00 A.M. - 11:45 A.M. There's No Time Like the Present (Exploring Immigration Options for International Medical Graduates and Medical Personnel Presently In the United States) \*

12:00 P.M. - 1:30 P.M. Trade Show / Lunch \*

1:30 P.M. - 2:30 P.M. General Session \*

2:30 P.M. - 3:45 P.M. Legislative Panel \*

4:00 P.M. - 5:30 P.M. Trade Show Social Hour \*

\* - Nebraska Hospital Association (NHA) hosted session.

# Allied Organization Programs At-A-Glance (Cont.)

## THURSDAY, OCTOBER 17

NSHE	
8:30 A.M.- 9:30 A.M.	Keynote *
9:30 A.M. - 10:30 A.M.	Fire Protection Panel
10:30 A.M. - 11:30 A.M.	Elevators Q&A
11:30 A.M. - 12:00 P.M.	Sustainability Update
12:00 P.M. - 1:00 P.M.	NHA Lunch / Trade Show *
1:15 P.M. - 2:15 P.M.	Women in Healthcare Presents; Healthcare Clinics: When to Lease or Own
2:30 P.M. - 3:30 P.M.	Water Management Programs
2:30 P.M. - 3:30 P.M.	ASHE / Region 8 Updates
4:00 P.M. - 5:30 P.M.	Trade Show Social Hour

NHM	
8:30 A.M.- 9:30 A.M.	Keynote *
10: 00 A.M. - 10:45 A.M.	Crafting a Modern Healthcare Web Experience
11:00 A.M. - 11:45 P.M.	Mark your Territory: Service Marks and the Business of Healthcare
12:00 P.M. - 1:30 P.M.	Trade Show / Lunch *
1:30 P.M. - 2:45 P.M.	General Session *
2:45 P.M. - 4:00 P.M.	Aligning Your Values to Maximize Impact
4:30 P.M. - 5:30 P.M.	Trade Show & Sponsors Social *

NSSWLHC	
8:00 A.M. - 4:30 P.M.	Social work sessions

*Join fellow social work leaders and discharge planners for networking and education on challenging topics such as transitions of care, health care ethics, health care disparities and much more!*

## FRIDAY, OCTOBER 18

HFMA	
8:30 A.M.- 9:30 A.M.	Keynote *
10:00 A.M. -10:50 A.M.	Microsoft Cybersecurity Program for Rural Hospitals Overview
11:00 A.M. - 11:50 A.M.	Leveraging Generative AI
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon * <i>Optional Add On</i>

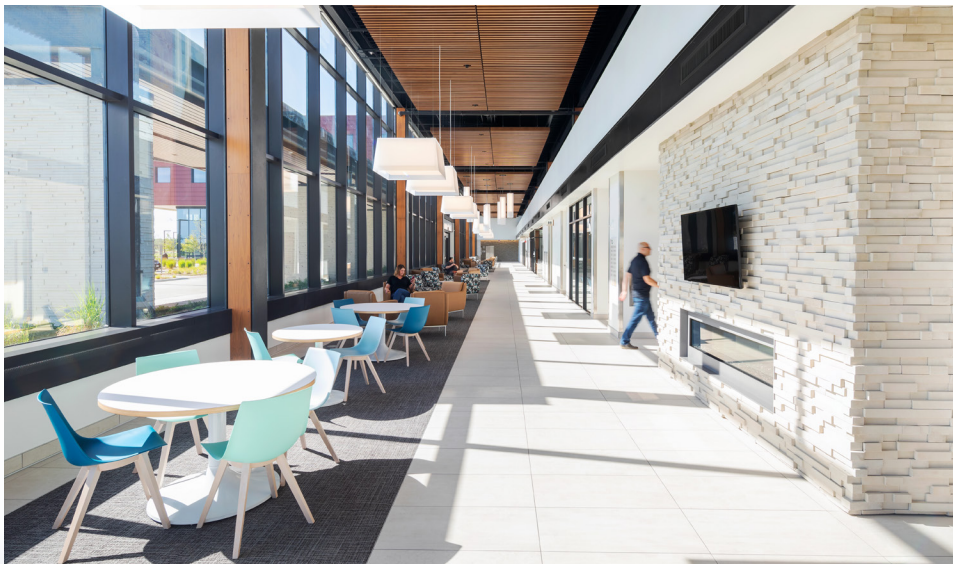
HR	
8:30A.M. - 9:30 A.M.	Keynote *
9:45 A.M.-10:45 A.M	Annual Business Meeting *
11:00 A.M.- 11:45 A.M.	HR Roundtable
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon * <i>Optional Add On</i>

NHM	
8:30 A.M. - 9:30 A.M.	Keynote *
9:45 A.M. - 10:30 A.M.	Shifting Our Mindset: Transitioning from Marketing Our Services to Focusing on Patient Values
10:45 A.M. - 11:45 A.M.	NHM Roundtable
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon * <i>Optional Add On</i>

NSSWLHC	
8:00 A.M. - 11:30 A.M.	Social work sessions

*Join fellow social work leaders and discharge planners for networking and education on challenging topics such as transitions of care, health care ethics, health care disparities and much more!*

\* - Nebraska Hospital Association (NHA) hosted session.



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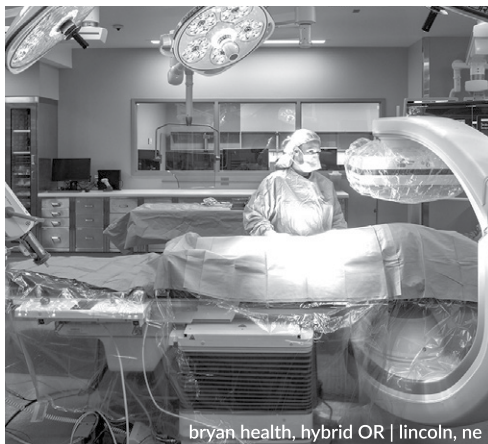
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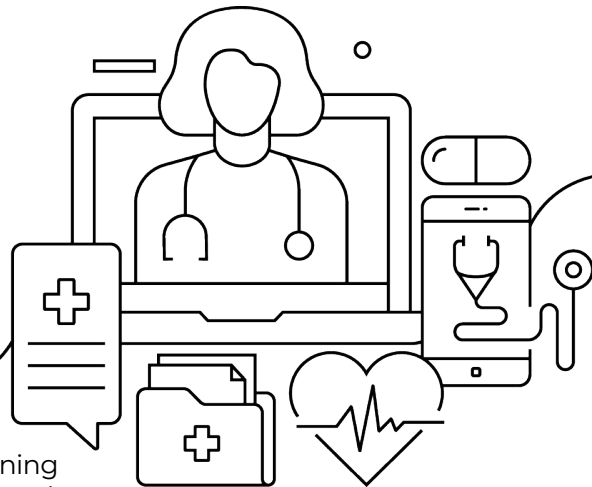
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G R E A T P L A I N S  
C O M M U N I C A T I O N S

# NHA Programs | Wednesday

## OPENING KEYNOTE

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

### THE FUTURE OF POLITICS: FROM DC TO THE FRONT LINES



SPONSORED BY:



#### DOMENICO MONTANARO

This presentation will cover the current state of American politics, the fundamental divide between supporters of either party and where things stand in the current presidential campaign. The political landscape of healthcare will also be explored.

#### OBJECTIVES:

- Identify the cultural divides in the country.
- Discuss motivating issues, including health care, in this election.

## BREAKOUT SESSIONS

Session A | 10:00 A.M. – 10:45 A.M. | 11:00 A.M. - 11:45 A.M.

### THE NEBRASKA LEGISLATURE AND CURRENT HEALTH CARE ISSUES

#### DAVID SLATTERY & MEGHAN CHAFFEE WITH NHA

This session is intended for anyone who would like to learn more about issues involving the Nebraska State Legislature and the impact on health care. The NHA Advocacy Team will provide an update on the last legislative session and discuss bills and proposals that will influence health care. They will also discuss how to become more engaged in the legislative process and political action committee.

#### OBJECTIVES:

- Identify the legislative issues impacting Nebraska's health care community.
- Examine the legislative process.
- Discuss the skills needed to become more engaged in the legislative process.
- Explain nursing and quality team impact on the implementation of the Hospital Quality and Access Assessment Act.

Session B | 10:00 A.M. – 10:45 A.M. | 11:00 A.M. - 11:45 A.M.

### STATE MEDICAID DIRECTED PAYMENT PROGRAM & COMMUNITY BENEFITS

#### CHRISTINE WIDMAN, JEREMY NORDQUIST & MICHAEL FEAGLER WITH NHA

This presentation will describe the Directed Payment Program process and timeline that will occur for working with the Department of Medicaid Services and the Managed Care Organizations in verifying the interim directed payments. The NHA team will provide context for the importance of the advocacy for the program regarding Community Benefits reporting.

#### OBJECTIVES:

- Provide the operational process and timeline for all utilization verifications, payments report summaries, and dollars to be paid for the Provider Assessments and the Directed Payments.
- Discuss the Community Benefits reporting for program sustainability in the political landscape.
- Review reporting platform, CBISA, and how it will streamline submitting Community Benefits data, as well as provide benefits to the hospitals for their annual reporting.
- Review Medicaid Directed Payment Program Quality Requirements.

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# NHA Programs | Wednesday (Cont.)

Session C | 10:00 A.M. – 10:45 A.M. | 11:00 A.M. - 11:45 A.M.

## **VIOLENCE IN THE WORKPLACE**

**EZRA SCHLECHT, CSHO, SSH, WITH MARSH MCLENNAN AGENCY**

Violence does not have boundaries, including at the hospital or clinic door. Health care has seen an intense rise in incidents impacting the safety and welfare of nurses and staff, however using risk mitigation best practices can help!

Join Marsh McLennan Agency's presentation to learn about how to increase awareness in your working and everyday environments, what enhanced safety looks like in health care, and emergency preparedness planning.

The goal of this session is to empower staff members in moments of crisis and aid in the creation of more organization-wide planning around workplace violence. When a health care organization has a plan, they cannot only respond more appropriately, but hopefully prevent it in the first place.

### **OBJECTIVES:**

- Discuss active killer incident trends.
- Explore Response Strategies: Run, Hide, Fight vs. ALICE.
- Explain situational awareness.

Session D | 1:30 P.M. – 2:15 P.M. | 2:30 P.M. - 3:15 P.M.

## **NEBRASKA MEDICAID DIRECTED PAYMENT PROGRAM: QUALITY IS THE KEY**

**DANA STEINER, BSN, MBA, CPHQ WITH NHA**

During this session, the Nebraska Hospital Association Quality Team will give an overview and update on the quality requirements of the Nebraska Medicaid Directed Payment Program. The team will help attendees understand the key role that quality will play in the success of this program and how our state is poised to drive change in quality outcomes.

### **OBJECTIVES:**

- Review Medicaid Directed Payment Program Quality Requirements.
- Examine 3 self-reported metrics and 2 supplemental metrics.
- Discuss Nebraska Medicaid Directed Payment Program current goals and how they will progress along with goal-setting as the program matures.
- Identify the state reporting cadence and data reporting process.

Session E | 1:30 P.M. – 2:15 P.M. | 2:30 P.M. - 3:15 P.M.

## **IMPACT OF INNOVATIVE APPROACHES TO WORKFORCE SOLUTIONS THROUGH COLLABORATION**

**ALECIA NEIDIG WITH COLUMBUS COMMUNITY HOSPITAL & TODD SMITH WITH SYMPHONY WORKFORCE, MARGARET WOEPPPEL, MODERATOR WITH NHA**

Collaboration is the foundation for sustainable solutions to workforce issues. When combining collaboration with innovation the NHA and its members, the NE Center for Nursing, and Symphony Workforce have propelled Nebraska forward by embracing the opportunities faced in a workforce shortage. Join this group of professionals as they share the why, how, and what these programs look like and the impact of LB227 funding on the future of healthcare.

### **OBJECTIVES:**

- Review healthcare workforce issues across Nebraska and the workforce collaborative's plans to address this.
- Discuss workforce solutions being utilized in the state.
- Examine the impact of LB227 funding on the future of healthcare.

Session F | 1:30 P.M. – 2:15 P.M. | 2:30 P.M. - 3:15 P.M.

## **MEDICARE ADVANTAGE PLANS – HOW RURAL NEBRASKA HOSPITALS ARE PUSHING BACK**

**NEIL HILTON WITH PERKINS COUNTY HEALTH SERVICES, IVAN MITCHELL WITH GREAT PLAINS HEALTH, & TIM JOHNSON WITH NHA**

In this session, the panel will provide an overview of the expanding Medicare Advantage landscape, the impact on rural hospitals and their communities as well as insight to steps being taken by some hospitals to push back against these very real challenges. Specific discussion topics will primarily center on issues faced by Critical Access Hospitals from both a national and Nebraska-specific perspective. The discussion will include brief presentations by each panelist and a formal Q&A period.

### **OBJECTIVES:**

- Examine the Medicare Advantage Plan expansion in Nebraska and nationally.
- Discuss challenges faced by Critical Access Hospitals due to the proliferation of Medicare Advantage in rural communities.
- Describe steps being taken by rural hospitals across the nation to mitigate the negative impacts from Medicare Advantage Plans.



# NHA Programs | Wednesday (Cont.)

Session G | 3:30 P.M. – 4:15 P.M.

## MEDICAL MALPRACTICE TRENDS AND CASE STUDIES

**ISAIAH J. FROHLING, JD & TRAVIS W. TETTENBORN, JD WITH CLINE WILLIAMS WRIGHT JOHNSON & OLDFATHER, LLP**

This presentation will review recent medical malpractice cases in Nebraska to identify common elements involved in both nuclear verdicts and defense verdicts. It will include a comparative review of recent verdicts of significance in other jurisdictions to provide grounds for effective and reliable valuations of risk in the localities in which attendees provide services. It will include a discussion of emerging trends in medical malpractice litigation and their implications for healthcare providers in managing risk, including the complications introduced by travel staffing arrangements and an expanded scope of discovery that incorporates emerging technologies utilized in delivering healthcare services.

### OBJECTIVES:

- Explore recent significant developments in medical malpractice cases in Nebraska, to include common elements involved in verdicts of significance.
- Review a comparative basis to value the risk involved in a medical malpractice claim in Nebraska by reviewing verdicts in other jurisdictions and identifying common themes.
- Understand emerging trends in Nebraska and nationwide in the prosecution and defense of medical malpractice actions and how these trends may inform a proactive risk management strategy that addresses risks related to emerging technologies.

Session H | 3:30 P.M. – 4:15 P.M.

## PHYSICIAN ALIGNMENT AND PARTNERSHIP OPPORTUNITIES

**JEN TIMMERMAN WITH CHI HEALTH, KEVIN HEJTMANEK WITH PRAIRIE ORTHOPAEDIC & PLASTIC SURGERY, PC, & TRINA WHITE WITH UNIVERSITY OF NEBRASKA MEDICAL CENTER COLLEGE OF PUBLIC HEALTH (COPH)**

Physician alignment and partnership is critical to not just healthcare delivery and sustainability but also to achieving growth, increasing patient access, and ensuring high quality. Physician partnership models including joint-ventures and co-management also can unlock improved provider engagement which also can lead to higher overall team engagement.

### OBJECTIVES:

- Explore options for physician partnership including joint-ventures and co-management.
- Summarize the benefits of physician partnership including greater alignment.
- Discuss examples of physician partnerships and the outcomes realized from these.

Session I | 3:30 P.M. – 4:15 P.M.

## HEALTH CARE BEST PRACTICES IN WORKPLACE VIOLENCE (PANEL)

**DUSTIN BAUER WITH FAITH REGIONAL HEALTH SERVICES, LORI MAZANEC WITH BOX BUTTE GENERAL HOSPITAL, & TINA PATE WITH GREAT PLAINS HEALTH**

**MODERATOR, AMY KRANCE-WENDT, CREDENTIALING & EMERGENCY PREPAREDNESS COORDINATOR WITH SYRACUSE AREA HEALTH**

This panel will consist of security, facilities, clinical and executive leaders. The panel will discuss best practices and challenges in their hospitals.

### OBJECTIVES:

- Discuss workplace violence best practices in Nebraska Hospitals.
- Discuss obstacles hospitals have encountered regarding workplace violence.
- Discuss strategies and techniques to provide a safer workplace for our hospital staff.

## AWARDS BANQUET

6:00 P.M. - 10:00 P.M.

The reception begins at 6:00 P.M. and dinner at 6:30 P.M. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Excellence in Service Award*, *Meritorious Service Award*, *Trustee of the Year Award*, *Quest for Excellence Awards*, Leadership Institute class of 2024 Graduates recognition, AHA membership awards and ACHE awards.

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# NHA Programs | Thursday

## THURSDAY KEYNOTE

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

### DARE TO LEAD™



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### NATALIE JOHNSON

Based on the research of Dr Brene Brown and led by a facilitator trained directly by Dr. Brown, Dare to Lead™ is a training focused on brave work, tough conversations and whole hearts. In particular, it focuses on the four skillsets of courageous leadership.

#### OBJECTIVES:

- Define “rumble with vulnerability”.
- Explain the vital importance of vulnerability in great leadership.
- Identify personal values.
- Explore the difference between professing and practicing values.
- Explore the seven elements of trust.
- Review a framework for more productively resolving issues.

## BREAKOUT SESSIONS

Session J | 10:00 A.M. – 10:45 A.M.

### HOW TO ATTRACT, RETAIN, ANDEQUIP BOARD MEMBERS TO DEAL WITH HIGH STAKES ISSUES

#### ERIN BUSCH & VICKIE AHLERS WITH BAIRD HOLM

Many health care organizations report difficulty in attracting and keeping qualified board members. In addition, in a hotly contested political world, board members need a level of sophistication to manage the rules related to public meetings, public access, and matters that might be sensitive or private. Join Attorneys from Baird Holm as they discuss innovative strategies for board member recruitment and retention as well as insight into arming board members with the tools to make decisions regarding high-stakes issues in an environment with high public scrutiny.

#### OBJECTIVES:

- Outline strategies to recruit and retain effective board members.
- List approaches to become versed in tactics to assist board members with difficult decisions and productive governance.
- Review ways for public hospitals to comply with open meetings law while making decisions regarding confidential matters.

Session K | 10:00 A.M. – 10:45 A.M.

### NAVIGATING THE CHANGING CYBERSECURITY LANDSCAPE

#### BARRY MATHIS WITH PYA

In this session, PYA's Barry Mathis will highlight recent guidance and regulations intended to increase accountability and decrease “where do I start” concerns relating to cybersecurity and the protection of personal and protected healthcare data. Participants will receive an update on changes to existing cybersecurity guidelines and be introduced to new federal and state guidelines and requirements.

#### OBJECTIVES:

- Review recent changes to the cybersecurity landscape.
- Discuss where to start: Elevate your cyber security risk management.
- Examine the future of cyber security in healthcare and how to prepare.

Session L | 10:00 A.M. – 10:45 A.M.

### REGIONAL BEHAVIORAL HEALTH

#### PATTI JURJEVICH WITH REGION 6 BEHAVIORAL HEALTHCARE

The Nebraska Department of Health & Human Services Division of Behavioral Health is designated by federal and state law as the state's single authority for mental health and substance use disorders. The Division directs the administration and coordination of the public behavioral health system.

Nebraska is split into six Behavioral Health “Regions,” local units of governments the state partners with for the planning and service implementation. This session will discuss the work of the Regional Behavioral Health Authority and how healthcare providers can partner with the entity to support patients in Nebraska.

#### OBJECTIVES:

- Discuss investments in Behavioral Health and the work of Regional Behavioral Health.
- Explore the mission of the Regional Behavioral Health Authority and how they work to meet that mission with those seeking treatment across Nebraska.
- Explain how healthcare entities can partner with the regions to better serve patients needing behavioral health care.

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# NHA Programs | Thursday (Cont.)

Session M | 11:00 A.M. - 11:45 A.M.

## **THERE'S NO TIME LIKE THE PRESENT (EXPLORING IMMIGRATION OPTIONS FOR INTERNATIONAL MEDICAL GRADUATES AND MEDICAL PERSONNEL PRESENTLY IN THE UNITED STATES)**

**DANIEL OLDENBURG, J.D. WITH CLINE WILLIAMS WRIGHT & OLDFATHER**

Recruiting Physicians and Medical Personnel from overseas can be a daunting and arduous task. Waiting on the U.S. Embassy and Consular processes requires patience and continuous communication with those employees sponsored for employment-based visas. This presentation will specifically speak to the recruitment and sponsorship of international medical graduates and other medical professionals currently in the U.S. We will explore the immigration concepts of change of status, visa portability, visa waiver sponsorship, and immigrant petitions. Participants will receive up-to-date information on the U.S. immigration law surrounding international medical graduates and have an understand of how to use visa sponsorship, waiver opportunities, and permanent residency as a recruitment and retention tool.

### **OBJECTIVES:**

- Review the U.S. immigration law and how it relates to the employment of foreign national candidates currently in the U.S.
- Explore how to hire foreign national employees in the U.S. with various visa statuses.
- Discuss how, what, and when to consider permanent residency sponsorship for international medical graduates and key medical personnel.

Session N | 11:00 A.M. – 11:45 A.M.

## **BUSINESS CONTINUITY: WHAT DO YOU NEED TO KNOW AND DO FOR BEST PRACTICE AND REGULATORY REQUIREMENTS?**

**KEITH HANSEN, MBA WITH UNIVEIRSTY OF NEBRASKA MEDICAL CENTER, CENTER FOR PREPAREDNESS & EMERGENCY RESPONSE SOLUTIONS**

In this session, Keith Hansen will describe the key components of building a business continuity plan for your healthcare organization. He will address business continuity requirements from CMS and the Joint Commission as well as best practices to help make your business continuity plan truly beneficial to your organization.

### **OBJECTIVES:**

- List the basic steps in creating a business continuity plan for a healthcare facility.
- Summarize what CMS and other regulatory bodies require in terms of business continuity components.
- Develop or improvement your business continuity plan.

Session O | 11:00 A.M. – 11:45 A.M.

## **SDOH: HOW TO IN THE INPATIENT ARENA**

**BECKY JIZBA, MSN, MBA, RN, NE-BC AND TARA FINKRAL, BSN, RN-BC WITH METHODIST/WOMEN'S HOSPITAL**

Health equity is defined as the attainment of the highest level of health for all people. Striving to provide equitable care to all Nebraskans requires a unique approach. During this presentation, you will gain a better understanding of CMS regulations related to equity in alignment with state-focused SDOH metrics. Equitable care differs in each Nebraska community and it is essential to analyze and stratify data to understand the needs of your region and close the gaps to best care for your most vulnerable populations.

### **OBJECTIVES:**

- Summarize what Social Determinants of Health entail including the rules and regulations from CMS and TJC.
- Describe what screening tools are available and how they can be operationalized on a large scale.
- Define what z-codes are and how they impact reimbursement.
- Discuss what resources are available for SDOH and what model of care can be operationalized to address the need.

## **TRADE SHOW & LUNCH**

**12:00 P.M. - 1:15 P.M.**

Enjoy lunch and sit with the many business partners of Nebraska's hospitals and health systems. Drawings for prizes will be held, so be sure to visit each of the exhibitor booths. Return from 4:30 P.M. to 5:30 P.M. to visit more trade show exhibitors, network, enjoy hors d'oeuvres, beverages and see if you won a prize!

# NHA Programs | Thursday (Cont.)

## GENERAL SESSION

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

### ADOLESCENT SOCIAL MEDIA USE AND MENTAL HEALTH



SPONSORED BY:



#### JACQUELINE NESI, PHD

Dr. Nesi will provide an overview of current research on the role of adolescent social media use in mental health. She will outline risks and benefits of social media, spotlighting her recent work with adolescents experiencing suicidal thoughts and behaviors. Finally, she will offer a perspective on opportunities for intervention to promote healthier digital media use among youth.

#### OBJECTIVES:

- Describe the current state of research on adolescent social media use and mental health.
- Discuss the risks and benefits of social media for adolescents, including those at risk for suicidal thoughts and behavior.
- Discuss how to better support teens, parents, and the community in taking steps toward healthier use of social media.

## LEGISLATIVE PANEL

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

SENATORS MIKE JACOBSON, MERV RIEPE, AND LYNNE WALZ

## TRADE SHOW SOCIAL HOUR

4:00 P.M. - 5:30 P.M.

Enjoy the many business partners of Nebraska's hospitals and health systems, network, enjoy hors d'oeuvres, beverages and see if you won a prize!

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# NHA Programs | Friday

## CLOSING KEYNOTE

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

### TRENDS IN HEALTHCARE AND THEIR IMPLICATIONS FOR GOVERNANCE



SPONSORED BY:



#### JAMES E. ORLIKOFF, MA WITH ORLIKOFF & ASSOCIATES, INC.

Rural hospitals around the country are closing services and some their doors. Fewer than half of rural hospitals have maternity units, and more than 2 million women of childbearing age live in rural maternity deserts; physician and workforce shortages disproportionately affect rural hospitals; and the list goes on. Rural hospitals and the entire US healthcare system are at an unprecedented inflection point with a presidential election, demonization of hospitals, economic stresses and more all looming on the immediate horizon. This presentation will review these trends and address how rural hospitals and health systems, and their boards might deal with the immediate pressures and raise their gaze to pursue sustainability.

#### OBJECTIVES:

- Examine the macro-economic and societal forces that are challenging the U.S Health Care system in general, and rural hospitals in particular.
- Review the governance challenges presented by these trends.
- Develop specific strategies and actions to improve the governance of their hospitals to effectively address the environmental challenges.

## ANNUAL BUSINESS MEETING

9:45 A.M. - 10:30 A.M.

## OPEN DIALOGUE SESSIONS

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

CEOs, HR, & Nursing

## THE CARING KIND AWARDS LUNCHEON

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

For over 45 years, Nebraska hospitals have paid tribute to their finest employees at this annual event. Hundreds of family, friends, and co-workers gather together to celebrate those health care employees who exemplify caring, compassion and service excellence by receiving the annual *The Caring Kind* Award.



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- Infectious disease
- Internal medicine
- Medical oncology/hematology
- Nephrology
- Neurology
- Obstetrics and gynecology

- Ophthalmology
- Oral surgery
- Orthopaedic surgery
- Otolaryngology (ear, nose and throat)
- Pain management
- Pathology
- Pediatrics
- Physical medicine and rehabilitation
- Podiatry
- Psychiatry
- Pulmonology
- Radiation oncology
- Radiology
- Rheumatology
- Sleep medicine
- Urgent Care
- Urology
- Wound care

#### Visiting specialty clinics:

- Intraoperative neuromonitoring
- Plastic surgery
- Pediatric cardiology
- Pediatric genetics
- Psychology
- Surgical oncology
- Thoracic surgery and vascular

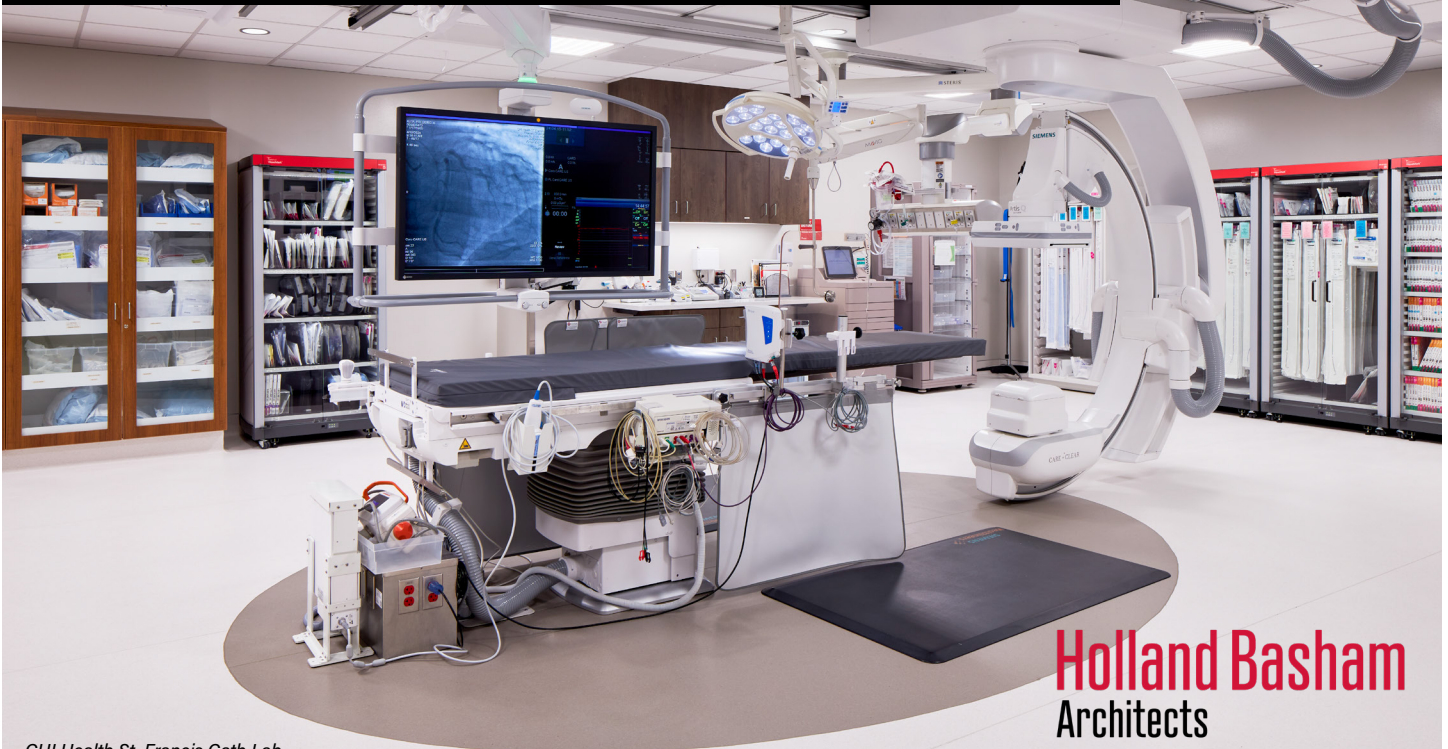
#### Telehealth specialty clinics:

- Complex thyroid ultrasound clinic
- Genetic counseling
- Neurology - multiple sclerosis
- Pediatric/adolescent cardiology
- Pediatric genetics
- Vascular surgery consultations

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# Allied Programs | HR

## WEDNESDAY, OCTOBER 16

10:00 A.M. - 10:45 A.M.

### VIOLENCE IN THE WORKPLACE

**EZRA SCHLECHT, CSHO, SSH, WITH MARSH MCLENNAN AGENCY**

Violence does not have boundaries, including at the hospital or clinic door. Health care has seen an intense rise in incidents impacting the safety and welfare of nurses and staff, however using risk mitigation best practices can help!

Join Marsh McLennan Agency's presentation to learn about how to increase awareness in your working and everyday environments, what enhanced safety looks like in health care, and emergency preparedness planning.

The goal of this session is to empower staff members in moments of crisis and aid in the creation of more organization-wide planning around workplace violence. When a health care organization has a plan, they cannot only respond more appropriately, but hopefully prevent it in the first place.

#### OBJECTIVES:

- Discuss active killer incident trends.
- Explore Response Strategies: Run, Hide, Fight vs. ALICE.
- Explain situational awareness.

11:00 A.M. – 11:45 A.M.

### LABOR LAW UPDATE

**SARAH M. HUYCK, JD, ASSOCIATE WITH BAIRD HOLM LLP**

Labor and Employment Law is in the midst of more changes than at any time in history. With an election year, fully staffed agencies, greater involvement by federal agencies and states, less employer discretion, increased enforcement, and expansion of legal theories in the courts, employers are often in catch-up mode. What does this mean for your workplace? Scott will break down the latest developments and need-to-know challenges of employment law while outlining key action items and considerations for your workplace response.

#### OBJECTIVES:

- Review the initiatives and focus of federal and state labor and employment law regulators.
- Discuss trends and shifts in employment law that are impacting employers.
- Understand the considerations for employer compliance strategies.

1:30 P.M. – 2:15 P.M.

### ELEVATING THE EMPLOYEE EXPERIENCE: HR SOLUTIONS TO ATTRACT & RETAIN TOP TALENT

**STEPH HAND, MA, CHIEF HUMAN RESOURCES OFFICER SHAREHOLDER & CHRIS BOUCHARD, TALENT SHAREHOLDER WITH LUTZ**

HR professionals and business owners today face a multitude of HR challenges and opportunities. This in-person workshop, led by Lutz experts Steph Hand and Chris Bouchard, empowers those handling HR responsibilities with the knowledge and strategies to unleash the full potential of their workforce. By intentionally designing a meaningful employee experience, organizations can gain a competitive advantage as they work to attract and retain top talent.

#### OBJECTIVES:

- Explore strategies to attract and retain talent.
- Design a meaningful employee experience.
- Explain how to create a positive work culture at the healthcare facility.

2:30 P.M. – 3:15 P.M.

### RETHINKING BENEFITS STRATEGY FOR EMPLOYEE RETENTION & COST OPTIMIZATION

**ALECIA NEIDIG WITH COLUMBUS COMMUNITY HOSPITAL & TODD SMITH WITH SYMPHONY WORKFORCE, MARGARET WOEPPEL, MODERATOR WITH NHA**

Collaboration is the foundation for sustainable solutions to workforce issues. When combining collaboration with innovation the NHA and its members, the NE Center for Nursing, and Symphony Workforce have propelled Nebraska forward by embracing the opportunities faced in a workforce shortage. Join this group of professionals as they share the why, how, and what these programs look like and the impact of LB227 funding on the future of healthcare.

#### OBJECTIVES:

- Review healthcare workforce issues across Nebraska and the workforce collaborative's plans to address this.
- Discuss workforce solutions being utilized in the state.
- Examine the impact of LB227 funding on the future of healthcare.
- Develop and use a mission statement, vision statement, and core values.



# Allied Programs | HR (Cont.)

**THURSDAY, OCTOBER 17**

10:00 A.M. – 10:45 A.M.

## **WHAT'S THE BIG DEAL ABOUT RETURN TO WORK ANYWAY?**

**KELLY MARSHALL, MS, OTR/L, CEES, LOSS CONTROL CONSULTANT WITH RAS**

When you talk about workers' compensation, the phrase "Return to Work" is sure to quickly follow. But what does this really mean and how effective is a solid Return to Work program at impacting your bottom line? This presentation will outline the importance of Return to Work and illustrate how the cost of the workers' lost wages is just the tip of the workers' compensation iceberg.

### **OBJECTIVES:**

- Understand the difference between the 3 types of workers' compensation claims.
- Acknowledge how a well-defined Return to Work program can effectively reduce your workers' compensation costs.
- Recognize at least 3 examples of light duty opportunities in the healthcare setting.

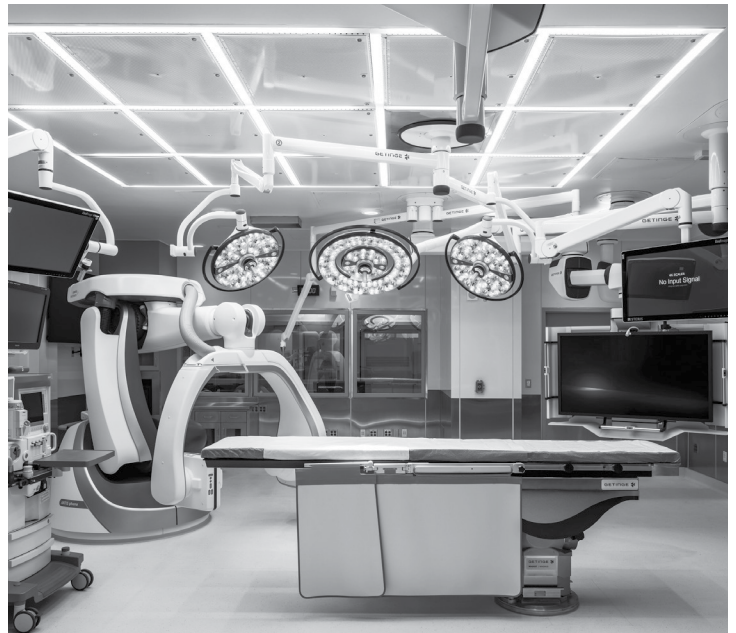
11:00 A.M. – 11:45 A.M.

## **THERE'S NO TIME LIKE THE PRESENT (EXPLORING IMMIGRATION OPTIONS FOR INTERNATIONAL MEDICAL GRADUATES AND MEDICAL PERSONNEL PRESENTLY IN THE UNITED STATES)**

**DANIEL OLDENBURG, J.D., PARTNER WITH CLINE WILLIAMS WRIGHT & OLDFATHER**

Recruiting Physicians and Medical Personnel from overseas can be a daunting and arduous task. Waiting on the U.S. Embassy and Consular processes requires patience and continuous communication with those employees sponsored for employment-based visas. This presentation will specifically speak to the recruitment and sponsorship of international medical graduates and other medical professionals currently in the U.S. We will explore the immigration concepts of change of status, visa portability, visa waiver sponsorship, and immigrant petitions. Participants will receive up-to-date information on the U.S. immigration law surrounding international medical graduates and have an understand of how to use visa sponsorship, waiver opportunities, and permanent residency as a recruitment and retention tool.

- Review the U.S. immigration law and how it relates to the employment of foreign national candidates currently in the U.S.
- Explore how to hire foreign national employees in the U.S. with various visa statuses.
- Discuss how, what, and when to consider permanent residency sponsorship for international medical graduates and key medical personnel.



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# Allied Programs | ACHE

## WEDNESDAY, OCTOBER 16

9:30 A.M. – 4:00 P.M.

### THE HUMAN MARGIN: FOUNDATIONS OF TRUST

**PRESENTED BY: KATHERINE A. MEESE, PHD, ASSISTANT PROFESSOR; DIRECTOR, CENTER FOR HEALTHCARE**

6.0 Hours Face-to-Face Session

Between employee burnout and disengagement, and staff departing from the healthcare field altogether, fostering a healthy and flourishing workforce is one of the biggest hurdles facing organizations today. But the research on what's driving turnover, burnout and disengagement is not what it seems.

Join our expert for an eye-opening, highly interactive seminar that translates decades of employee satisfaction research into evidence-based strategies you can use to successfully improve—and sustain—a thriving workforce.

#### OBJECTIVES

- Discuss key elements that support human happiness.
- Identify organizational and team strategies to optimize recruitment and retention.
- Explore the role of job crafting and empowering leadership in engaging the workforce.
- Discover evidence-based strategies for improving individual and organizational resilience.

## THURSDAY, OCTOBER 17

7:30 A.M. – 8:30 A.M.

### ACHE ANNUAL MEETING & NETWORKING BREAKFAST

Join your local ACHE colleagues for breakfast and the annual meeting. This event is tailored to provide networking, chapter, and national updates.

### BENDING THE EXECUTION CURVE: IMPLEMENTING SUCCESSFUL ORGANIZATIONAL CHANGE IN HOSPITALS AND HEALTHCARE ORGANIZATIONS

**PANELISTS: ANTHONY ASHBY, FACHE, MBA, IVAN MITCHELL, FACHE, MHA, MPA, CHRISTOPHER M. NESHEIM, RDCS, MBA, & PATRINA (TRINA) WHITE, DRPH, MBA, MSPT, FACHE, FACMPE**  
**MODERATOR: MICHAEL DIXON, PHD**

Review the predictors of successful organizational change— with a particular focus on how to effect change in hospitals and health-care organizations—along with select proven methods to overcome known challenges to change including how to:

#### OBJECTIVES

- Engage staff by connecting desired changes to their interests and the work they are already trying to accomplish.
- Use resistance to change as valuable feedback and a way to guide future activity.
- Create supports (e.g., infrastructure, skills, etc.) to encourage and sustain behavior change.

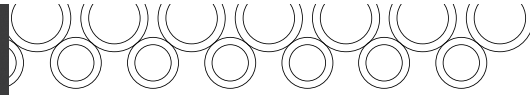
5:30 P.M. - 7:00 P.M. | Music Bingo begins at 6:30 P.M.

#### JOINT SOCIAL EVENT

Location: Houston's Lounge | 12040 McDermott Plz #100, La Vista  
Partners will include: LEO A DALY, Medical Solutions, Sampson Construction, HFMA Nebraska Chapter, USI Insurance Services and AblePay Health

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# Allied Programs | NHM

## WEDNESDAY, OCTOBER 16

12:00 P.M. - 1:15 P.M.

### NETWORKING LUNCH

1:30 P.M. - 2:15 P.M.

### BUSINESS MEETING FOR ALL NHM MEMBERS

2:30 P.M. – 3:15 P.M.

### ENGAGING WITH SENIOR LEADERSHIP IN MARKETING DECISION MAKING

**CHARLES T. HALL & STEPHEN J. HARTZ**

In this session, we will discuss the critical role of marketing leadership engagement in enhancing the effectiveness of both internal and external marketing strategies. This presentation aims to provide marketing leaders with key concepts and actionable insights into how Marketing Leaders can foster a culture of collaboration, innovation, and accountability within healthcare organizations with their senior leaders.

3:30 P.M. – 4:15 P.M.

### WHEN YOU CAN'T SAY, "NO," SAY "WHY" INSTEAD!

**SHERMA JONES & JACK SHEARD, IDEABANK MARKETING**

It's hard to keep up the tempo when you're a one-person department or small team. With only so many hours in the day and so much work on your desk, marketing projects and requests can build up and eventually become reactive instead of proactive. Marketing decisions are harder and more complex than ever before.

Jack and Sherma will share the framework and tactics necessary to determine which juice is worth the squeeze. We'll help by role-playing different situations and providing various methods of determining when to say "yes" and why to say, "no."

This session will help you gauge your return on marketing investment and will give you insight on how to align your marketing with the channels and messaging that's right for you.

5:30 P.M. – 10:00 P.M.

### AWARDS BANQUEST (OPTIONAL ADD ON)

NHA will present the award for "Bright Idea" - don't miss this!

## THURSDAY, OCTOBER 17

10:00 A.M. – 10:45 A.M.

### CRAFTING A MODERN HEALTHCARE WEB EXPERIENCE

**MATT O'GORMAN, UNANIMOUS**

Explore the essentials of creating a user-focused healthcare website that prioritizes simplicity, accessibility, and engagement. From clean, mobile-friendly designs and intuitive navigation to the integration of video content, patient reviews, and employee recruitment strategies, this presentation will guide you in enhancing your website and broader web presence to meet the needs of today's patients.

11:00 A.M. – 11:45 A.M.

### MARK YOUR TERRITORY: SERVICE MARKS AND THE BUSINESS OF HEALTHCARE

**NATHAN D. CLARK, J.D., CLINE WILLIAMS**

How important and valuable an asset is the reputation of your facility and its providers to your business? Important enough to have a strategy for creating, maintaining, and protecting those assets? Trademark law may appear far removed from your day-to-day operations, but it provides the tools all businesses need to protect the reputation they have earned among the public. This presentation provides a general overview of the law governing service marks, offers practical tips for using trademark law to think about protecting your business's goodwill, and provides considerations specific to the healthcare industry in developing and maintaining a brand.

12:00 P.M. – 1:15 P.M.

### TRADE SHOW/LUNCH

2:45 P.M. – 4:00 P.M.

### ALIGNING YOUR VALUES TO MAXIMIZE IMPACT

**AMANDA FAIRLEY**

In this engaging session, we will identify and align your core values with the various "hats you wear." Doing so will give you clarity and focus, empowering you to make confident decisions that resonate with your priorities. This session is crafted to help you make the most of your time and maximize your impact, both personally and professionally. Join me to explore how aligning your values can transform how you communicate your worth, make decisions, and set clear boundaries, ultimately enhancing your effectiveness in all areas of your life.

4:30 P.M. – 5:30 P.M.

### TRADE SHOW & SPONSORS SOCIAL

## Allied Programs | NHM (Cont.)

### FRIDAY, OCTOBER 18

9:45 A.M. - 10:30 A.M.

#### SHIFTING OUR MINDSET: TRANSITIONING FROM MARKETING OUR SERVICES TO FOCUSING ON PATIENT VALUES

LINDSAY COSIMANO, NEBRASKA HEALTH NETWORK

As healthcare evolves, organizations must shift their messaging from promoting services to connecting with patients' needs and preferences. In this interactive session, we will use the laddering method, a qualitative research technique, to explore the deeper, underlying motivations, values and beliefs that drive consumer behavior. You'll leave with a framework for gathering feedback from key stakeholders, tips for implementing the exercise in your organization and a roadmap to enhance your communication strategy.

10:45 P.M. - 11:45 P.M.

#### NHM ROUNDTABLE

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

#### CARING KIND AWARDS LUNCHEON

Optional Add On



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bbarnacle@jacksonphysiciansearch.com | 612.434.0198 | jacksonphysiciansearch.com

## WEDNESDAY, OCTOBER 16

10:00 A.M. – 10:50A.M.

### LEGISLATIVE UPDATE

#### NHA STAFF

This session is intended for anyone who would like to learn more about issues involving the Nebraska State Legislature and the impact on health care. The NHA Advocacy Team will provide an update on the last legislative session and discuss bills and proposals that will influence health care. They will also discuss how to become more engaged in the legislative process and political action committee.

#### OBJECTIVES:

- Identify the legislative issues impacting Nebraska's health care community.
- Examine the legislative process.
- Discuss the skills needed to become more engaged in the legislative process.
- Update nursing and quality teams on the implementation of the Hospital Quality and Access Assessment Act.

11:00 A.M. – 11:50 A.M.

### STATE MEDICAID DIRECTED PAYMENT PROGRAM

#### CHRISTINE WIDMAN, JEREMY NORDQUIST & MICHAEL FEAGLER WITH NHA

This presentation will describe the Directed Payment Program process and timeline that will occur for working with the Department of Medicaid Services and the Managed Care Organizations in verifying the interim directed payments. The NHA team will provide context for the importance of the advocacy for the program regarding Community Benefits reporting.

#### OBJECTIVES:

- Provide the operational process and timeline for all utilization verifications, payments report summaries, and dollars to be paid for the Provider Assessments and the Directed Payments.
- Discuss the Community Benefits reporting for program sustainability in the political landscape.
- Review reporting platform, CBISA, and how it will streamline submitting Community Benefits data, as well as provide benefits to the hospitals for their annual reporting.

1:30 P.M. – 2:20 P.M.

### MEDICARE ADVANTAGE

#### IVAN MITCHELL WITH GREAT PLAINS HEALTH & TIM JOHNSON WITH NEBRASKA HOSPITAL ASSOCIATION

In this session, the panel will provide an overview of the expanding Medicare Advantage landscape, the impact on rural hospitals and their communities as well as insight to steps being taken by some hospitals to push back against these very real challenges. Specific discussion topics will primarily center on issues faced by Critical Access Hospitals from both a national and Nebraska-specific perspective. The discussion will include brief presentations by each panelist and a formal Q&A period.

#### OBJECTIVES:

- Examine the Medicare Advantage Plan expansion in Nebraska and nationally.
- Discuss challenges faced by Critical Access Hospitals due to the proliferation of Medicare Advantage in rural communities.
- Describe steps being taken by rural hospitals across the nation to mitigate the negative impacts from Medicare Advantage Plans.

2:30 P.M. – 3:20 P.M.

### BRIDGING THE GAP BETWEEN REVENUE CYCLE AND CONTRACTING

#### BEN SPARKS WITH BRYAN HEALTH CONNECT

Ben will discuss the connections between payor contracts and revenue collection, focusing on the difference between nominal and actual payment rates, the cost of issues impacting revenue collection, and how Bryan Health Connect works to approach contracting from a holistic perspective. The goal of this session is to provide an understanding of the complexity and interrelationship inherent in contracting and revenue cycle efforts as well as to provide some possible solutions and perspectives on common and potential future challenges.

3:30 P.M. – 4:20 P.M.

### MARKET INSIGHTS USING NHA DIMENSIONS

#### JOHN RICHARDSON WITH THE IOWA HOSPITAL ASSOCIATION

Join us for an insightful presentation focused on leveraging data-driven tools to enhance decision-making in healthcare. This session will explore the NHA Dimensions program and how it can aid healthcare professionals in making informed decisions, emphasizing their practical application in various healthcare settings. This presentation is essential for healthcare leaders and administrators seeking to leverage data-driven insights and tools to enhance operational efficiencies, optimize resource allocation, and improve strategic planning through real-world examples and interactive discussions. Attendees will leave equipped with practical knowledge and strategies to implement in their respective healthcare environments.

- Demonstrate tools that aid in the decision-making process.
- Outline how health care data can inform decision-making for health care institutions.

# Allied Programs | HFMA (Cont.)

## THURSDAY, OCTOBER 17

10:00 A.M. – 10:50A.M.

### OPEN AI / CHATGPT IN HEALTH CARE

#### DANNY SCHMIDT & MICHAEL HAAS WITH RSM

The health care industry is constantly evolving, and C-suite leaders needs to remain vigilant navigating margin pressures, labor struggles, and technology disruptors impacting daily operations. The introduction and continued advancement of AI in the industry can be viewed as a disruptor or embraced as an asset to attract strong skilled employees and separate from the competition. What we will discuss in this presentation is where are we today with AI in health care, how is impacting the industry, and how will this technology impact the patient/provider experience moving forward.

- What are some of the case studies that organizations are adopting to address labor issues and improve margin.
- What Health care organizations should consider as first steps for effective and sustainable governance practices around ChatGPT.
- Learn where generative AI came from and where it is heading.

11:00 A.M. – 11:50 A.M.

### THE GROWING CYBER SECURITY REQUIREMENTS + TRENDS IN HEALTHCARE

#### TIM DEWAARD WITH ARCTIC WOLF, DEREK SAILORS WITH COMMUNITY HOSPITAL MCCOOK AND COBY BORING WITH BEATRICE COMMUNITY HOSPITAL

During this session our Panel will discuss the importance of building and maintaining an up-to-date Incident Response plan, how to properly position yourself leading into your cyber insurance renewal, and how healthcare conglomerates and rural hospitals alike are accomplishing 24x7 monitoring.

- The importance of a dedicated IR plan in Healthcare.
- The growing requirements in Cyber Insurance.
- Accomplish 24x7 monitoring in Rural Healthcare.

2:45 P.M. – 3:35 P.M.

### CYBER THREATS AND MITIGATION STRATEGIES FOR THE HEALTHCARE LANDSCAPE

#### ALEX HERMAN WITH THE FBI

- Understand how a Business Email Compromise (BEC) scam unfolds.
- Understand the anatomy of a ransomware attack.
- Understand the importance of implementing institution-wide MFA.
- Understand the importance of adhering to client verification protocols.
- Understand how to avoid being phished.

5:30 P.M. - 7:00 P.M. | Music Bingo begins at 6:30 P.M.

### JOINT SOCIAL EVENT

Location: Houston's Lounge | 12040 McDermott Plz #100, La Vista  
Partners will include: LEO A DALY, Medical Solutions, Sampson Construction, HFMA Nebraska Chapter, USI Insurance Services and AblePay Health

RSVP Request: <https://lnkd.in/gHVBunfM>

## FRIDAY, OCTOBER 18

10:00 A.M. – 10:50A.M.

### MICROSOFT CYBERSECURITY PROGRAM FOR RURAL HOSPITALS OVERVIEW

#### SCOTT KROEGER WITH LUTZ TECH

- Overview of Microsoft Cybersecurity Program for Rural Hospitals announced on June 10, 2024 in partnership with The White House, Microsoft, the AHA and NRHA.
- Detailed explanation of qualifying Hospitals, program benefits, and how to claim.
- Minimum recommended Microsoft 365 licensing for security.

11:00 A.M. – 11:50 A.M.

### LEVERAGING GENERATIVE AI

#### MIKE SAYERS WITH BRYAN HEALTH AND ERIN SAXBY WITH FNBO

- What is Generative AI and why all the hype?
- FNBO's approach to this new technology and Financial Services Companies Use Case.
- Bryan Health approach and use cases.

# Member Hospitals & Health Systems

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BEATRICE COMMUNITY HOSPITAL & HEALTH CENTER  
BOONE COUNTY HEALTH CENTER  
BOX BUTTE GENERAL HOSPITAL  
BOYS TOWN NATIONAL RESEARCH HOSPITAL  
BRODSTONE HEALTHCARE  
BROWN COUNTY HOSPITAL  
BRYAN HEALTH  
BRYAN MEDICAL CENTER  
BUTLER COUNTY HEALTH  
CALLAWAY DISTRICT HOSPITAL  
CHADRON COMMUNITY HOSPITAL & HEALTH SERVICES  
CHASE COUNTY COMMUNITY HOSPITAL  
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CHI HEALTH MIDLANDS  
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COMMUNITY HOSPITAL  
COMMUNITY MEDICAL CENTER, INC.  
COZAD COMMUNITY HEALTH SYSTEM  
CRETE AREA MEDICAL CENTER  
DUNDY COUNTY HOSPITAL  
FAITH REGIONAL HEALTH SERVICES  
FILLMORE COUNTY HOSPITAL  
FRANCISCAN HEALTH CARE  
FRANKLIN COUNTY MEMORIAL HOSPITAL  
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GARDEN COUNTY HEALTH SERVICES  
GENOA MEDICAL FACILITIES  
GORDON MEMORIAL HEALTH SERVICES  
GOTHENBURG HEALTH  
GRAND ISLAND REGIONAL MEDICAL CENTER  
GREAT PLAINS HEALTH  
HARLAN COUNTY HEALTH SYSTEM

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HOWARD COUNTY MEDICAL CENTER  
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KEARNEY REGIONAL MEDICAL CENTER  
KIMBALL HEALTH SERVICES  
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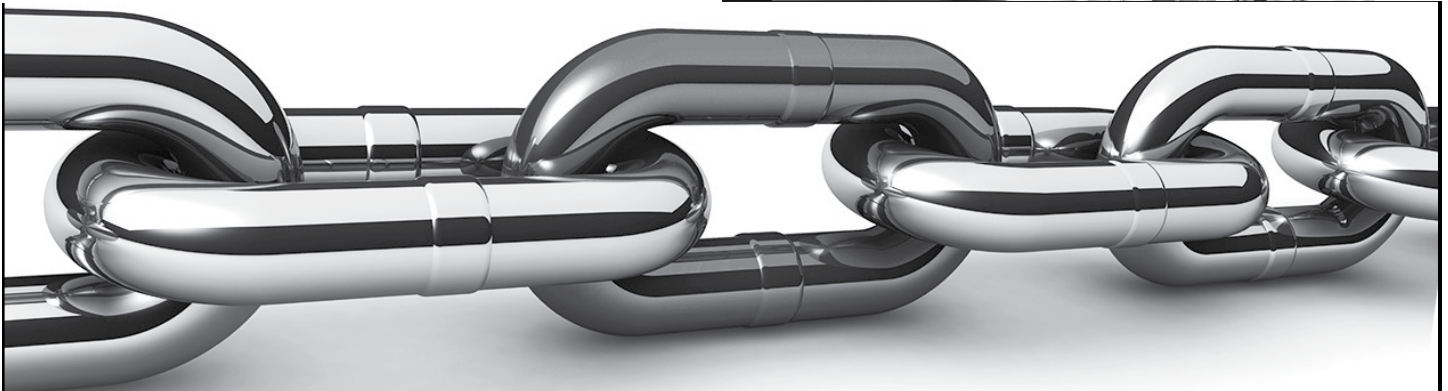
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# NHA Keynote Biographies



**NATALIE JOHNSON, MS**  
CO-FOUNDER AND CHIEF VISIONARY OF  
VIDL (“VITAL”) WORK

*Dare to Lead™*

Natalie Johnson is a consultant and performance coach with over 30 years’ experience working with employers globally. She is the Co-founder and Chief Visionary of ViDL (“vital”) Work, a consulting firm that supports organizations so they can function at full capacity. Natalie’s work focuses on increasing energy, creating team connection, and developing courageous leaders. She creates inspiration and extraordinary experiences for her audiences all over the world.

Natalie has a background in human performance, specifically performance psychology, exercise physiology, performance nutrition and human resilience. She is an industry-recognized Health Coach, Performance Coach, Sports Nutritionist, and Performance Trainer. She is a Certified Dare to Lead™ Facilitator and a sought-after keynote speaker and trainer. She has received a variety of awards including Champion of Healthcare, Healthcare Hero, Business Leader Woman Extraordinaire, Health Program Innovation Award, Corporate Wellness Leadership Award and most recently Enterprising Women of the Year Award. Natalie is known for her engaging and high-energy personality, her approachable style, and for her ability to help people align behaviors with what’s most important to them.



**DOMENICO MONTANARO**  
SENIOR POLITICAL EDITOR/  
CORRESPONDENT, WASHINGTON DESK

*The Future of Politics: From DC to the Front Lines*

Domenico Montanaro is NPR’s senior political editor/correspondent. Based in Washington, D.C., his work appears on air and online delivering analysis of the political climate in Washington and campaigns. He also helps edit political coverage.

Montanaro joined NPR in 2015 and oversaw coverage of the 2016 presidential campaign, including for broadcast and digital.

Before joining NPR, Montanaro served as political director and senior producer for politics and law at PBS NewsHour. There, he led domestic political and legal coverage, which included the 2014 midterm elections, the Supreme Court, and the unrest in Ferguson, Mo.

Prior to PBS NewsHour, Montanaro was deputy political editor at NBC News, where he covered two presidential elections and reported and edited for the network’s political blog, “First Read.” He has also worked at CBS News, ABC News, The Asbury Park Press in New Jersey, and taught high school English.

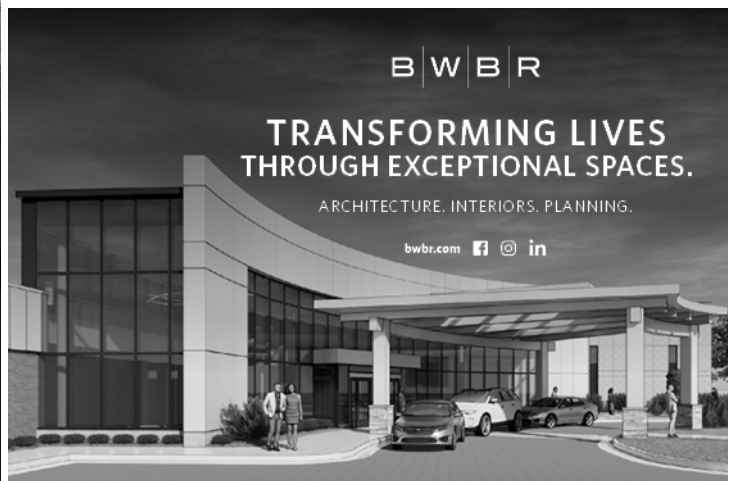
Montanaro earned a bachelor’s degree in English from the University of Delaware and a master’s degree in journalism from Columbia University.

A native of Queens, N.Y., Montanaro is a life-long Mets fan and college basketball junkie.



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# NHA Keynote Biographies (Cont.)



**JACQUELINE NESI, PHD**  
 ASSISTANT PROFESSOR OF PSYCHIATRY &  
 HUMAN BEHAVIOR  
 BROWN UNIVERSITY

*The Future of Health Care*

Dr. Jacqueline Nesi is a psychologist who studies the role of social media in adolescents' mental health and development. She writes the popular newsletter [Techno Sapiens](#).

She is an Assistant Professor at Brown University, where she studies how technology use affects kids and how parents can help. She co-created [Tech Without Stress](#), a course to help parents raising kids in the digital age.

She has published over 50 peer-reviewed publications related to youth and technology use, and her work has been funded by organizations like the NIMH, NICHD, and NSF. She has been featured in major news outlets, including [The New York Times](#), [The Wall Street Journal](#), and [The Washington Post](#), and have appeared on [CNBC](#), [CNN](#), and [NPR](#). She has also testified before U.S. congressional subcommittees at both the national and state level on issues surrounding tech and mental health.



**JAMIE ORLIKOFF**  
 PRESIDENT  
 ORLIKOFF & ASSOCIATES, INC

*Trends in Healthcare and Their Implications for Governance*

James (Jamie) Orlikoff is president of Orlikoff & Associates, Inc., a consulting firm based in Chicago that specializes in health care governance, leadership, strategy, quality, safety and system development. He has served on the St. Charles Board of Directors since January 2018. Orlikoff holds bachelor's and master's degrees in psychology. He is a national adviser on governance and leadership to the American Hospital Association. He completed 12 years on the board of Virginia Mason Health System in Seattle and during that time served as vice chairman of the board and chairman of the governance committee.



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We are a member of the Nebraska Hospital Association (NHA), American Hospital Association (AHA), Voluntary Hospital Association (VHA) and Heartland Health Alliance (HHA).

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	<b>Outpatient procedures:</b>	<b>2,391</b>
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- Crews built Columbus Community Hospital's **153,000**-square-foot building in 2002 on 80 acres in the northwest part of Columbus.
- **In 2012**, the hospital completed a **30,000**-square-foot addition. This expanded the emergency department, increased patient privacy in the registration area and created a women's imaging center.
- **In fall 2015**, the hospital collaborated with the **YMCA** to open the Columbus Wellness Center on adjacent property. Most of the Rehabilitative Services department moved to the Columbus Wellness Center, and the pediatric rehabilitation service, Wiggles & Giggles Therapy for Kids™, relocated there from its off-site location.
- In August 2017, the CCH-owned **Child Care Center** opened. The Child Care Center accommodates up to 101 children and gives CCH employees a convenient child care option.
- The hospital offers inpatient and outpatient care, surgery and **24-hour emergency care**.
- The hospital's **South Campus** has offices for the medical outreach services of home health and hospice, Healthy Families and Occupational Health Services.
- In April 2019, the hospital began a **\$35 million** expansion and renovation project. This **50,000**-square-foot project enhanced our surgical services area and maternal child health department along with expanding the east side of the hospital.
- **In January 2024**, the hospital opened the new Columbus Fieldhouse just north of the Columbus Wellness Center. The fieldhouse is an extension of the hospital's mission to enhance community wellness.



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Senior Energy Solutions Consultant/Performance Contracting  
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# NHA Presenter Biographies



## **VICKIE AHLERS, J.D.**

PARTNER  
BAIRD HOLM LLP

*How to Attract, Retain, and Equip Board Members to Deal with High Stakes Issues*

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.



## **ANTHONY ASHBY, FACHE, MBA**

PRESIDENT  
CHI HEALTH IMMANUEL

*Bending the Execution Curve: Implementing Successful Organizational Change in Hospitals and Healthcare Organizations*

Anthony Ashby is currently the President at CHI Health Immanuel Medical Center. Previously he served as Vice President of Operations and oversaw the day to day operations of clinical ancillary and support services, as well as overall hospital culture, engagement, performance improvement and community relations.

Anthony is a native of Baltimore, MD and attended University of Baltimore for his BS in Accounting and MBA in Healthcare Administration and is a Board Certified Fellow of the American College of Healthcare Executives.

Anthony has spent his entire career in Healthcare Operations beginning in consulting across the country with various Hospitals and Health Systems, driving cost savings and operational performance processes and including leadership roles with Sentara, Johns Hopkins and Baylor Scott and White.

Anthony is the President of the Nebraska & Western IA Chapter of the American College of Healthcare Executives and was also the Founding President of the NAHSE Heartland Chapter. Anthony has served on several local boards including Nebraska Hospital Association Services, the American Red Cross and the North 24 th Street Business Improvement District.

Anthony consistently seeks to create an environment that enables and inspires everyone to realize their meaningful impact every single day and is deeply passionate about leveraging his role to serve the community in whatever ways he can to help mitigate adverse effects of social

determinants of health. Anthony's ultimate goal for the future is to lead a healthcare system to reduce the cost of healthcare, ensure the quality of care is equitable across all populations and to increase the minority representation in healthcare leadership

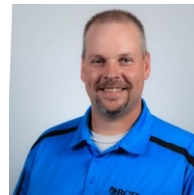


## **DUSTIN BAUER**

MANAGER - SECURITY AND  
TRANSPORTATION  
FAITH REGIONAL HEALTH SERVICES

*Health Care Best Practices in Workplace Violence*

21 years of security related experience in Military, Government, Education, Event, VIP, and Healthcare sectors. OIF veteran and current Sergeant First Class in USAR. Employed by Faith Regional Health Services managing Security and Transportation Services. Chair of FRHS Decontamination Team, sits on Emergency Operations, Environment of Care, Employee Safety, and Workplace Violence Committees. Develops and instructs training and drills related to workplace violence, armed intruders, and crisis prevention. Current member of the NHA Workplace Violence Task Force.

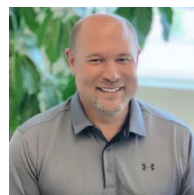


## **COBY BORING**

DIRECTOR OF TECHNOLOGY SERVICES  
BEATRICE COMMUNITY HOSPITAL AND  
HEALTH CENTER

*The Growing Cyber Security Requirements + Trends in Healthcare*

Coby Boring is the Director of Technology Services at Beatrice Community Hospital and Health Center, where he has worked since 2016. He has extensive experience in systems support, security configuration, and improving technology infrastructure. With an MBA in Management Information Systems from Concordia University, Nebraska, Coby's passion for technology drives him to enhance work processes and implement innovative solutions. He has held various roles, including Senior System Consultant and Sr. Systems Engineer, with expertise in Citrix, VMware, and Microsoft solutions.



## **CHRIS BOUCHARD**

TALENT SHAREHOLDER  
LUTZ

*Elevating the Employee Experience: HR Solutions to Attract & Retain Top Talent*

Chris Bouchard is the Talent Shareholder at Lutz. He began his career in 2005. He focuses on direct-hire and temporary staffing and strategic assessment and selection of potential candidates with an emphasis on human resources, accounting, finance, and office administrative positions.

## NHA Presenter Biographies (Cont.)



### **ERIN E. BUSCH, J.D.**

ATTORNEY  
BAIRD HOLM LLP

*How to Attract, Retain, and Equip Board Members to Deal with High Stakes Issues*

Erin E. Busch primarily represents health care clients, including hospitals, physicians, physician clinics, skilled nursing facilities, nursing facilities, and specialty health care services providers. Her practice focuses on regulatory compliance and contracting matters, including HIPAA, medical staff and allied health professionals issues, Medicare, Medicaid, 340B, and the No Surprises Act, with a special emphasis on Federal and state privacy laws and data protection issues. Erin also advises public entities regarding open meetings, public records, and governance issues.

Prior to joining the firm, she worked in the General Counsel's Office of a public higher education institution and her practice focused on data privacy and security, public records, open meetings, regulatory compliance, contracting, and governance issues.



### **MEGHAN CHAFFEE, J.D.**

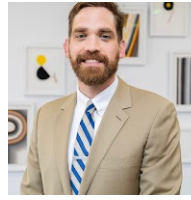
CHIEF ADVOCACY & LEGAL OFFICER  
NEBRASKA HOSPITAL ASSOCIATION

*The Nebraska Legislature and Current Health Care Issues*

Meghan Chaffee serves as Chief Advocacy & Legal Officer at Nebraska Hospital Association (NHA), overseeing advocacy and legal efforts for the organization. In her role, Meghan provides daily analysis and guidance on policy matters, working collaboratively with stakeholders and elected officials to advocate on behalf of Nebraska's hospitals. She plays a key role in developing and recommending policies and positions related to relevant state and federal initiatives.

Before joining NHA, Meghan held the position of Chief Legal Counsel at CyncHealth. With eleven years of experience in legal, healthcare, and policy industries, Meghan brings a wealth of expertise to her role. She is also a member of the Nebraska State Bar Association.

Meghan earned her Bachelor of Arts in Political Science and Philosophy from Simpson College and her Juris Doctor from the University of Nebraska College of Law. Her educational background and professional experience equip her to navigate the complex political landscape of healthcare and policy.



### **NATHAN D. CLARK, J.D.**

LAWYER  
CLINE WILLIAMS

*Mark your Territory: Service Marks and the Business of Healthcare*

Nathan Clark is a lawyer at Cline Williams, and focuses primarily on intellectual property. He has represented clients large and small in patent, trademark, copyright, and trade secret litigation throughout the United States, both in courts and before the USPTO. He also advises individuals and businesses on creating, maintaining, and enforcing their IP assets, from registration and licensing to developing tailored business strategies to maximize clients' freedom to operate and opportunities for growth.

Nathan also assists clients in other areas, including commercial litigation, appeals, defamation and related torts, civil rights disputes, public records requests, personal injury, and appeals to the Tax Equalization and Review Commission.



### **LINDSAY COSIMANO**

SR. DIRECTOR OF MARKETING AND  
COMMUNICATIONS AT NEBRASKA HEALTH  
NETWORK

*Shifting Our Mindset: Transitioning from Marketing Our Services to Focusing on Patient Values*

Lindsay Cosimano has over 25 years of strategic marketing experience and is passionate about building great brands and developing strong cultures. She is nationally accredited by the Public Relations Society of America and is the senior director of marketing and communications for Nebraska Health Network. Lindsay earned her undergraduate degree from the University of Kansas and an MBA from the University of Nebraska at Omaha, where she is an adjunct professor in the College of Business. She is on the Society for Healthcare Strategy and Market Development Board of Directors, is a lecturer in marketing at Rice University and is the past president of Nebraska Healthcare Marketers.



### **TIM DEWAARD**

REGIONAL VICE PRESIDENT OF SALES  
ENGINEERING  
ARCTIC WOLF

*The Growing Cyber Security Requirements + Trends in Healthcare*

Tim DeWaard is a Sales Engineering Manager for Arctic Wolf. Tim has 24 years of IT experience ranging from IT infrastructure, managed services, data protection, information security, disaster recovery/business continuity, and cyber security. Tim is currently leading a team of sales engineers for Arctic Wolf and is focused on helping clients reduce, and ultimately eliminate, cyber risk through a business-oriented approach.



# NHA Presenter Biographies (Cont.)



**MICHAEL DIXON, PHD**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER  
UNEMED

*Bending the Execution Curve: Implementing Successful Organizational Change in Hospitals and Healthcare Organizations*

Dr. Michael Dixon is president and CEO of UNeMed, a non-profit company that works with faculty, students and staff of the University of Nebraska Medical Center and the University of Nebraska at Omaha to help commercialize innovative, new ideas that have the potential to improve public health. These commercialization partnerships allow for new university discoveries to be developed into products that make the world a better place.

Dr. Dixon's tenure at UNMC began in 1998 when he joined the Eppley Institute for Research in Cancer and Allied Diseases where he focused on his research interests in the areas of molecular biology, genetics, and biochemistry.

Dr. Dixon is a graduate of Leadership Omaha Class 32 and a 2011 recipient of the Midlands Business Journal "40 under 40" award. He is also a member of Board of Directors for Invest Nebraska, a non-profit, venture development organization that advises and invests in early-stage, high-growth Nebraska companies.



**MICHAEL FEAGLER**  
VICE PRESIDENT, MEDICAID ADMINISTRATION  
NEBRASKA HOSPITAL ASSOCIATION

*State Medicaid Directed Payment Program & Community Benefits*

Mike Feagler joined the NHA in April 2017 after 30+ years working in hospital finance. Since joining the NHA, Mike has been responsible for financial policy advocacy and as well as the financial operations of the association. Beginning in August, Mike has taken on the role Vice President of Medicaid Administration which includes oversight of the Medicaid Directed Payment Program.

Mike received a Masters of Business Administration in 2013 from the University of Wyoming.



**TARA FINKRAL, BSN, RN**  
SERVICE LEADER OF CARE MANAGEMENT  
NEBRASKA METHODIST HOSPITAL

*Meeting the Need for SDoH: How to in the inpatient arena*

As the Service Leader of the Care Management team at Methodist, I work extensively with our community and post-acute care facilities. By building relationships with PAC entities, I aim to increase the quality of care our patients receive while ensuring a smooth transition from the hospital. I work with the NHN and NHA to problem solve post-acute care transition barriers while giving case examples to help influence our legislators on what health care bills are a priority. I am currently facilitating a system wide Post-Acute Care Collaborative, which explores ways Methodist can support our community. Most recently, I have implemented the role of a hospital-wide inpatient Community Health Worker, focusing on social determinants of health and how we can meet the needs of our patients and their complex social systems.



**AMANDA FAIRLEY**  
CAREER COACH & LEADERSHIP FACILITATOR  
AMANDA FAIRLEY LLC

*Aligning Your Values to Maximize Impact*

Amanda is a certified facilitator, Life Purpose Coach, and 12 Seasonal Tone Color Analyst and Trainer. She brings a wealth of knowledge and practical tools to every session. Her dynamic approach blends strategic coaching with interactive workshops, focusing on fostering growth, enhancing productivity, and empowering clients to make confident decisions. Whether working with individuals or teams, Amanda aims to inspire positive change and effective leadership through a deep understanding of each client's strengths and values. Committed to creating meaningful transformations, Amanda is passionate about equipping her clients with the skills and confidence needed to thrive and make a lasting impact.

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# NHA Presenter Biographies (Cont.)



**ISAIAH J. FROHLING, J.D.**  
ATTORNEY  
CLINE WILLIAMS WRIGHT JOHNSON &  
OLDFATHER, LLP

*Medical Malpractice Trends and Case Studies*

Isaiah's civil trial practice focuses on medical malpractice defense and business disputes, including creditors' rights. He represents clients in all aspects of litigation in federal and state courts throughout Nebraska practice and defends health care providers in administrative disciplinary matters.



**MICHAEL HAAS**  
HEALTHCARE SENIOR ANALYST & MANAGER,  
TECHNOLOGY MANAGEMENT CONSULTING  
RSM US LLP

*OPEN AI / ChatGPT in Health Care*

Michael Haas is a technology management consulting manager in RSM's health care industry practice. In 2022, he was selected for the firm's cutting-edge Industry Eminence Program as a senior analyst covering the health care industry, working alongside the firm's chief economist and other program participants to analyze the trends and themes affecting the nonprofit and education industry and shaping middle market businesses. Michael is based out of the RSM New York City office.

Michael's focus is on improving operational and financial performance for clients in the RSM health care consulting practice. Delivering innovative solutions in areas of technology, process improvement, revenue cycle, client software application trainings and project management, he works primarily with large, integrated delivery health systems, behavioral health and community organizations, community hospitals, FQHCs, clinics and physician practices. He brings a deep understanding of the industry's complexities and constraints that are faced while delivering solutions to his clients.

Michael Haas has a strong record of implementation and delivery in health care technology solutions and services. His decade-long professional work history includes managerial positions within the hospital revenue cycle at NYU Langone Medical Center and has evolved into Electronic Health Records (EHR) technology solution implementations at RSM.

Michael is an active member of the Healthcare Financial Management Association (HFMA), American Health Information Management Association (AHIMA) and the New York and New Jersey Healthcare Information and Management Systems Society (HIMSS) chapters.



**CHARLES T. HALL**  
PRINCIPAL, PRESIDENT OF HEALTHCARE  
SOLUTIONS  
H&H LEADERSHIP SOLUTIONS

*Engaging with Senior Leadership in Marketing Decision-Making*

With nearly 30 years of clinical and leadership experience, Charles is dedicated to delivering quality healthcare to all communities. He earned his MBA and Health Systems Management master's degree from Johns Hopkins University. As President of Healthcare Advisory at H&H Leadership Solutions and a former hospital administrator and CEO, has driven patient engagement, team empowerment, and performance improvement, leading his organization through significant achievements, including multiple facility designations, certifications, and prestigious awards.



**STEPH HAND**  
TALENT SHAREHOLDER  
LUTZ

*Elevating the Employee Experience: HR Solutions to Attract & Retain Top Talent*

Steph Hand is the Chief Human Resources Officer/Shareholder at Lutz. She began her career in 2000. Steph is responsible for overseeing the firm's people strategy and HR team. In addition, she leads Lutz's Outsourced HR offering, which provides HR solutions to small and mid-sized companies.



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# NHA Presenter Biographies (Cont.)



**KEITH HANSEN**  
CO-DIR. OF AHEPP, DIR. OF CENTER FOR PREPAREDNESS & EMERGENCY RESPONSE SOLUTIONS, & INSTR. FOR THE DEPT. OF EPIDEMIOLOGY  
ASSOCIATION OF HEALTHCARE EMERGENCY PREPAREDNESS PROFESSIONALS (AHEPP) & UNMC

*Business Continuity: What do you need to know and do for best practice and regulatory requirements?*

Keith is an instructor in the Emergency Preparedness Program and directs the Center for Preparedness & Emergency Response Solutions (CPERS) at the University of Nebraska Medical Center's College of Public Health. In these roles he has conducted strategic and tactical planning, education, training, and disaster drills/exercises for Fortune 500 companies, higher education, government, local and state public health departments, hospitals, emergency management agencies, and first responders. Keith also serves as an Incident Commander for the University of Nebraska Medical Center.

He also co-founded the Association of Healthcare Emergency Preparedness Professionals in 2014 and currently co-directs this international organization dedicated to the need of healthcare emergency managers. AHEPP is dedicated to "Moving Preparedness Forward" through the development of professional standards, certifications, education, and training for healthcare emergency managers.



**STEPHEN J. HARTZ**  
PRESIDENT OF LEADERSHIP AND EXECUTIVE RECRUITMENT  
H&H LEADERSHIP SOLUTIONS

*Engaging with Senior Leadership in Marketing Decision-Making*

With over 25 years of experience, Steve is the President of Leadership and Executive Recruitment for H&H Leadership Solutions. He has a distinguished background in military service, leadership development, and executive healthcare recruitment, supported by an MBA in Information Technology and an MS in Orbital Mechanics. He led the organization through the COVID-19 pandemic and expanded services while also co-founding H&H Leadership Solutions to focus on People, Process, and Purpose.



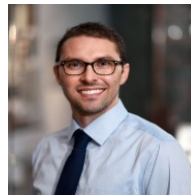
**KEVIN HEJTMANEK, PT, DPT, MHA, CHFP**  
CLINIC MANAGER/ASC ADMINISTRATOR  
PRAIRIE ORTHOPAEDIC & PLASTIC SURGERY, PC

*Physician Alignment and Partnership Opportunities*

Kevin Hejtmanek began his professional career as a physical therapist in Des Moines, Iowa. During his time as a PT, he realized a passion for healthcare leadership, financial interpretations, and operations. He has worked in a variety of settings which include private practice, health systems, and rural hospitals.

Kevin received his Doctorate in Physical Therapy (DPT) from Des Moines University in 2004 and his Masters in Healthcare Administration (MHA) from Des Moines University in 2020. He obtained his Certified Healthcare Financial Professional (CHFP) credentials through the Healthcare Financial Management Association in 2023 and his Lean Six Sigma Blackbelt through the Management and Strategy Institute in 2024. Currently, Kevin is pursuing his MBA in Finances through Northwest Missouri State University. Originally from North Platte, NE, Kevin attended Nebraska Wesleyan University in Lincoln, NE before moving to Des Moines, Iowa for his education. Kevin and his wife (Nichole) returned to Lincoln in 2020 where they live today. Kevin is an Administrator at Prairie Orthopaedic & Plastic Surgery, PC in Lincoln, NE and oversees their Ambulatory Surgical Central operations. Kevin has a strong passion for improving the delivery of healthcare for both patients and providers.

In his spare time, Kevin enjoys spending time with his wife and 3 kids. He coaches multiple youth sports and competes in triathlons. Recently, Kevin took up golf, which is a work in progress.



**ALEX HERMAN**  
SPECIAL AGENT  
FBI OMAHA DIVISION'S CYBER TASK FORCE

*Cyber Threats and Mitigation Strategies for the Healthcare Landscape*

Alex is a neuroscientist-turned-FBI agent. Having worked as a biomedical researcher for nearly a decade, Alex joined the FBI as a Special Agent in 2019 and is part of Omaha Division's Cyber Task Force. In his role as an Agent, Alex investigates cyber crimes, with an emphasis on Business Email Compromise and Ransomware.

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# NHA Presenter Biographies (Cont.)



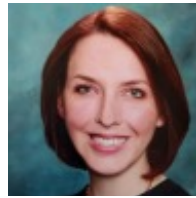
**SARAH M. HUYCK, J.D.**

ASSOCIATE  
BAIRD HOLM

*Labor Law Updates*

Sarah M. Huyck concentrates her practice on all aspects of labor and employment matters. She defends employers in cases involving claims under Title VII, the ADA, the ADEA, the FMLA, and other federal and state employment laws. In addition, she assists employers in labor and employment compliance by reviewing employee handbooks, conducting workplace investigations, and leveraging her litigation and trial experience to provide employers with practical advice that addresses their workplace concerns. Sarah also serves as the Editor of Baird Holm's Labor & Employment Law Update publication.

Sarah received her Juris Doctor, with high distinction, from the University of Nebraska College of Law in 2020, where she was a member and Executive Editor of the Nebraska Law Review. Prior to law school, Sarah graduated from Boston College, cum laude, in 2015 and worked for a Fortune 500 company conducting sales analytics.



**BECKY JIZBA, MSN, MBA, RN, NE-BC**

SERVICE EXECUTIVE  
METHODIST HOSPITAL

*Meeting the Need for SDOH: How to in the Inpatient Arena*

Becky is currently a Service Executive for the Patient Care Division at Methodist Hospital which includes oversight of the Emergency Departments, FNE program, Acute Rehab, Care Management, Dialysis, Administrative Coordinators, Patient Education, and the Methodist Community Health Clinic. She has been a nurse for over 14 years which have included roles as bedside staff, charge nurse, department manager, and now an executive role. In addition, Becky was honored to be a Naval Nurse Officer for four years in the Navy Reserves where she helped oversee a medical fleet of sailors. Becky is passionate about leadership in nursing and giving our patients an exceptional experience with evidence-based care.



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# NHA Presenter Biographies (Cont.)



**TIMOTHY JOHNSON, MBA**  
CHIEF FINANCIAL OFFICER  
NEBRASKA HOSPITAL ASSOCIATION

*Medicare Advantage Plans – How Rural Nebraska Hospitals Are Pushing Back*

With over 35 years of dedicated healthcare management and advisory experience, Tim serves as the Chief Financial Officer for the Nebraska Hospital Association. His professional background includes wide-ranging audit & advisory roles for industry-leading organizations such as KPMG, Deloitte Consulting and Cerner Information Systems. He has also held senior management positions within multiple health systems and physician practices including SCL Health and LifeLinc Anesthesia.

Over the course of his career, Tim's primary focus areas have included health system operational transformation, revenue cycle enhancement, healthcare IT application development and CMS billing compliance. He has previously worked with over 300 hospitals across the U.S. and internationally, including Critical Access Hospitals and rural health systems across western Nebraska.



**SHERMA JONES**  
PARTNER  
IDEABANK MARKETING

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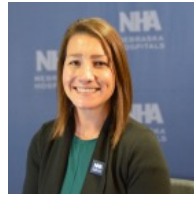
Sherma has been a partner at IdeaBank Marketing since 1993 and on staff since 1988, so she knows what it takes to make advertisements sing, video pop and clients happy. Sherma has covered all aspects of concept development, project planning, technical production and interactive design for clients of every size. Her experience includes new product introductions, fundraising campaigns, branding efforts, full-scale digital campaigns, market research and more.



**PATRICIA (PATTI) JURJEVICH, MPA**  
REGIONAL ADMINISTRATOR  
REGION 6 BEHAVIORAL HEALTHCARE

*Regional Behavioral Health*

Patti received her MPA from the University of Nebraska at Omaha. She is the Administrator at Region 6 Behavioral Healthcare in Omaha.



**AMBER KAVAN, BSN, RN, CPHQ**  
QUALITY DIRECTOR  
NEBRASKA HOSPITAL ASSOCIATION

*Meeting the Need for SDOH: How to in the Inpatient Arena*

Amber Kavan is a registered nurse with a variety of experiences in healthcare. She graduated from Nebraska Methodist College with her Bachelor of Science in Nursing and has many healthcare certifications that include TeamSTEPPS Master Trainer, CPHQ, Lean Six Sigma, BLS, and a Health Coach Certification. She is currently in graduate school pursuing and Master of Science in Health. Most of her career has been focused on rural health which includes working at a critical access hospital caring for patients in the general med/surg area and emergency room. Amber has worked with the Nebraska Hospital Association since 2021 and has engaged with hospitals across the state to ensure quality improvement efforts are enhancing patient outcomes, reducing costs, and providing excellent care to patients across the state. She has expertise in project management that includes using a rapid cycle improvement model, data reporting and visualization, and spreading change to make organization-wide improvements.



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## NHA Presenter Biographies (Cont.)



**SCOTT KROEGER**  
LUTZ TECH SHAREHOLDER  
LUTZ

*Microsoft Cybersecurity Program for Rural Hospitals Overview*

Scott Kroeger, Lutz Tech Shareholder, began his career in 1999. He is responsible for overseeing the company's Tech division, which offers a wide range of services, including data analytics, outsourced IT, software consulting, and technology strategy. Scott has extensive experience in sales and operations, as well as knowledge of team structure, recruiting, and retaining top talent. Additionally, he plays a pivotal role in developing and maintaining strong relationships with new and existing clients.



**KELLY MARSHALL, MS, OTR/L , CEES**  
LOSS CONTROL CONSULTANT  
LUTZ

*What's the Big Deal About Return To Work Anyway?*

Kelly started her career in occupational therapy in the field of inpatient and outpatient rehabilitation. During her 5 years of working for a large healthcare organization, she gained experience in a variety of settings, including inpatient and outpatient rehabilitation, home health care, occupational medicine, pediatrics, and ergonomics.

Kelly joined RAS in 2011 as a job analysis and ergonomics specialist. Kelly's areas of expertise include providing job analysis, ergonomics, education, and safety services to companies to help reduce their risk of loss related to musculoskeletal injuries.

Kelly is a member of the American Occupational Therapy Association and the Human Factors and Ergonomics Society. She is a member and committee chair for the South Dakota Occupational Therapy Association. She served as an Executive Board member of the South Dakota Occupational Therapy Association from 2007-2011.

Kelly obtained a Bachelor's of Arts degree in English from the University of Nebraska in 2002. She obtained her Master's of Science in Occupational Therapy from Colorado State University in 2004. She earned her Certified Ergonomic Evaluation Specialist designation in 2016. Kelly has completed Physical Agent Modalities Certification, DSI certification and American Heart Association Basic Life Support Instructor certification. She also serves as a Clinical Assistant Professor for the Occupational Therapy Program at The University of South Dakota.



**BARRY MATHIS**  
MANAGING PRINCIPAL OF IT ADVISORY  
CONSULTING  
PYA

*Navigating the Changing Cybersecurity Landscape*

Barry has nearly three decades of experience in the information technology (IT) and healthcare industries as a CIO, CTO, senior IT audit manager, and IT risk management consultant. He has performed and managed complicated HIPAA security reviews and audits for some of the most sophisticated hospital systems in the country. Barry is a visionary, creative, results-oriented senior-level healthcare executive with demonstrated experience in planning, developing, and implementing complex information-technology solutions to address business opportunities, while reducing IT risk and exposure. He is adept at project and crisis management, troubleshooting, problem solving, and negotiating. Barry has strong technical capabilities combined with outstanding presentation skills and professional pride. He is a prudent risk taker with proficiency in IT risk management, physician relations, strategic development, and employee team building.

Barry is a member of United States Marine Corps, Health Care Compliance Association, Association of Healthcare Internal Auditors, Healthcare Information Management Systems Society and Information Systems Audit and Control Association. He was an Honor Graduate in Systems Programming from the United States Marine Corps Computer Sciences School (MCCDC) in Quantico, VA. He is a Certified COBOL Programmer, a Certified Database Management Specialist, and a Certified Cyber Security Framework Practitioner.



**LORI MAZANEC, MHA**  
CHIEF EXECUTIVE OFFICER  
BOX BUTTE GENERAL HOSPITAL

*Health Care Best Practices in Workplace Violence*

As a native of Alliance, NE, Lori's healthcare experience began at Box Butte General Hospital in Alliance in 2001 following a three-year role in public tax accounting. She joined the hospital as the finance assistant, then was promoted to Controller in 2008, including the leader of the finance department. In 2013, she took the role of the Chief Operating Officer then was named the interim CEO in 2016 before accepting the permanent position later that year.

Lori is a graduate of the 2004 Leadership Box Butte program and Class VIII 2011 Nebraska Hospital Association Leadership Institute. She is also a Certified Just Culture Champion and Trust Edge Certified Partner. Currently, she is serving as the Vice-Chair for the NHA Board of Directors.



## NHA Presenter Biographies (Cont.)



**KATHERINE A. MEESE, PHD**  
ASSISTANT PROFESSOR IN THE DEPARTMENT  
OF HEALTH SERVICES ADMINISTRATION  
UNIVERSITY OF ALABAMA AT BIRMINGHAM

*The Human Margin: Foundations of Trust*

Katherine A. Meese, PhD, is an assistant professor in the Department of Health Services Administration at the University of Alabama at Birmingham. She also serves as the director of wellness research in the UAB Medicine Office of Wellness, director for the Center for Healthcare Management and Leadership, and program director for the Graduate Certificate in Healthcare Leadership. She earned her PhD in health services administration with a specialization in strategic management from the University of Alabama at Birmingham and joined the faculty in 2020.

Meese has several years of industry experience that encompassed work in 10 countries on four continents, including management within a large academic medical center. She is a co-author of two textbooks on organizational behavior in healthcare that are used in healthcare management programs across the country. Her research has been published in *Anesthesia & Analgesia*, *Health Services Management Research*, *Journal of Health Administration Education*, *Health Care Management Review*, and various other journals. Her research interests are in organizational behavior, leadership, well-being, and delivery models that enhance organizational learning.



**IVAN MITCHELL, FACHE, MHA, MPA**  
CHIEF EXECUTIVE OFFICER  
GREAT PLAINS HEALTH, NORTH PLATTE

*Bending the Execution Curve: Implementing Successful Organizational Change in Hospitals and Healthcare Organizations*

Ivan Mitchell is responsible for leading the health system. He previously served as chief operations officer at Great Plains Health for six years. Prior to relocating to North Platte, Mitchell served as CEO at Towner County Medical Center in Cando, North Dakota; administrative director at Jefferson Regional Medical Center in Pine Bluff, Arkansas; and radiology and cardiology service manager at Intermountain Park City Medical Center in Park City, Utah.

Ivan received a Bachelor of Science degree in nuclear medicine from Weber State University in Ogden, Utah, and a dual master's degree in public administration and healthcare administration from the University of Utah in Salt Lake City.

Mitchell is a fellow of the American College of Healthcare Executives (FACHE) and certified as a nursing home administrator (NHA) and nuclear medicine technologist (CNMT).

Ivan is active in the North Platte community, serving on the North Platte Public School Board, the North Platte Economic Development Committee, and the North Platte Housing Task Force.



**ALECIA NEIDIG, MSN, RN**  
DIRECTOR OF PROFESSIONAL PRACTICE  
COLUMBUS COMMUNITY HOSPITAL

*Impact of Innovative approaches to Workforce Solutions through collaboration – Panel Discussion*

Alecia started her nursing career in critical care working in the Medical Surgical ICU at Bryan Health in Lincoln for about a year prior to relocating to Norfolk, NE. In Norfolk, she continued as a bedside nurse in the ICU/IMCU at Faith Regional for a year and a half. At this time, Alecia pursued my master's degree in nursing leadership, at this time she transitioned from a bedside nurse into a role as a clinical nurse educator. Here she facilitated new nurse orientation/onboarding, preceptor development, and student nurse orientation and assisted with annual competencies and ongoing education of nursing staff to promote professional development. Alecia functioned in this role for about 3 years. Upon completing my MSN, she accepted a position as the clinical risk manager for five-plus years. This gave me the opportunity to see healthcare from a different lens—really giving her a greater appreciation for policies, quality, and process improvement, but also reinforced the importance and need for high-quality staff education.

Last fall Alecia had the opportunity to return to professional development of nursing staff and accepted the position as the director of professional practice at Columbus Community Hospital (December 2023). In her current role, she oversees our nurse and nurse aide orientation, preceptor development, student nurse onboarding, annual competencies, and facilitates nursing needs assessment to guide continuing education opportunities. Alecia also co-coordinates the CCH Student Nurse Internship and has oversight of the Shared Clinical Model, and simulation lab. She has been involved in several committees throughout my various roles to promote and improve patient safety and the professional development of health care providers. Alecia is currently a member of the American Nurses Association (ANA), Nebraska Nurses Association (NNA), Nebraska Organization for Nurse Leaders (NONL), Association of Nursing Professional Development (ANPD).



**CHRISTOPHER M. NESHEIM**  
MARKET DIRECTOR-MEDICAL SPECIALTIES  
CHI HEALTH

*Bending the Execution Curve: Implementing Successful Organizational Change In Hospitals and Healthcare Organizations*

Christopher is a healthcare professional with more than 25 years of clinical operations and currently works for CHI Health. He serves as a Director for the Board of ACHE of Nebraska and Western Iowa.

# NHA Presenter Biographies (Cont.)



**JEREMY NORDQUIST, MSN, RN**  
PRESIDENT  
NEBRASKA HOSPITAL ASSOCIATION

*State Medicaid Directed Payment Program & Community Benefits*

Jeremy Nordquist became the fifth president of the Nebraska Hospital Association in December 2021. Jeremy has served as an elected official, congressional staff, state legislative staff, and a nonprofit leader. Jeremy previously served as the Government Affairs Director for Nebraska Medicine in Omaha. At Nebraska Medicine, he led successful efforts to expand telehealth coverage and establish a state crisis standards of care framework.

In Washington, Jeremy was chief of staff to Reps. Brad Ashford (NE) and Tom O'Halleran (AZ). His teams achieved policy success in rural health care, veterans' health care, and health services for Native Americans. Overseeing work on the House Energy and Commerce Committee,

Jeremy was actively engaged in policy development related to expanding access to Graduate Medical Education and telehealth in rural America. In partnership with Rep. Ashford, Jeremy managed efforts to write and pass innovative legislation creating a public-private partnership pilot program for Department of Veterans Affairs construction, paving the way for the new VA ambulatory care clinic in Omaha.

Prior to his service on Capitol Hill, Jeremy represented downtown and south Omaha in the Nebraska Legislature from 2009-2015. Former Sen. Nordquist was the chairman of the Nebraska Retirement Systems Committee and a member of the Appropriations, Tax Modernization, State-Tribal Relations, Rules, and Children's Behavioral Health Oversight Committees.

In the Unicameral, he built coalitions to pass legislation improving access to health care for pregnant women, increasing Medicaid provider rates, expanding telehealth services, establishing school-based health centers, implementing the Affordable Care Act, increasing the state's minimum wage, allowing DREAMers to get driver's licenses, increasing funds for early childhood education and higher education, and reforming state defined-benefit pensions. He was selected to serve as the chairman of the Health Committee for the National Conference of State Legislatures (NCSL) in 2010 and as a member of the NCSL Executive Committee.

He 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 media outlets. Jeremy grew up in rural South Dakota. He graduated with honors from Creighton University and holds a Master of Public Administration, with a concentration in health administration, from the University of Nebraska at Omaha. Jeremy and his wife Shannon have one daughter and one son.

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# NHA Presenter Biographies



**MATT O'GORMAN**  
VICE PRESIDENT  
UNANIMOUS

*Crafting a Modern Healthcare Web Experience*

As leader of the web department, Matt plays a critical role at UNANIMOUS, working strategically and collaboratively with clients to help achieve their marketing goals. With a true passion for marketing, creative design, and technology, he is consistently on the cutting edge of the newest and latest marketing trends. Need help on a campaign or website? Matt is well-versed in SEO, page-rank, bounce-rate, ROI and media placement, just to name a few and is Google Ads certified in Search & Display. Matt has been pivotal in building and maintaining relationships with a number of UNANIMOUS clients spanning several years.

Matt received a bachelor's degree of science in business administration from the University of Nebraska-Lincoln and has nearly fifteen years of agency experience. Starting out as an account executive, he quickly worked his way up to vice president and is crucial in helping the UNANIMOUS team stay on task and deliver the best results and websites. Matt enjoys helping clients strategically organize, structure, and build web content to maximize their online footprint.

If he's not playing with his boys Aiden and Gavin, you might find Matt and his wife Laura at the horse track throwing down on a daily double or tackling a new home project.



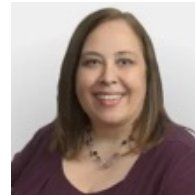
**DANIEL OLDENBURG, J.D.**  
PARTNER  
CLINE WILLIAMS

*There's No Time Like the Present (Exploring Immigration Options for International Medical Graduates and Medical Personnel Presently In the United States)*

Daniel 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.

Daniel also represents religious institutions seeking to sponsor qualifying religious workers. Daniel regularly assists clients with permanent residency and naturalization. He also handles all aspects of family-based immigration and is bilingual (Spanish). Daniel was formerly employed by the legacy Immigration and Naturalization Service (INS).

Daniel also handles matters involving Special Immigration Juveniles, Special Immigrant Visas, U and T visas for victims of crime, human and labor trafficking. He serves as immigration counsel assisting and supervising multiple non-profit and immigrant resource organizations.



**TINA PATE, MSN, RN CEN**  
CHIEF NURSING OFFICER  
GREAT PLAINS HEALTH

*Health Care Best Practices in Workplace Violence*

Tina Pate MSN, RN, CEN is the Chief Nursing Officer at Great Plains Health in North Platte, Nebraska. She currently has clinical and operational oversight for all aspects of nursing at Great Plains Health.

Tina's career marks her commitment to excellence in nursing and leadership. Beginning in Colorado Springs as an emergency room nurse, she established herself as a capable professional through the rolls of trauma nurse, charge nurse and team lead. She further showcased her dedication to improving patient care through the development and publication of an emergency department specific fall risk assessment tool. Her transition to the role of stroke coordinator further demonstrated her expertise, as she successfully guided her organization through its first Primary Stroke Center accreditation survey.

After moving to North Platte to be closer to family, Tina accepted the role of stroke coordinator at Great Plains Health. Tina continued to diversify her experience through various leadership positions including Medical Surgical Manager, Director of Critical Care, and Senior Director of Nursing. Tina took on the role of Chief Nursing Officer in March 2020 just as the COVID-19 pandemic was gripping hospitals across the country. She quickly became known for her passion and her ability to problem-solve, leading her nursing team through the various challenges brought on by the pandemic. While she now joins forces with fellow executive leaders to ensure Great Plains Health stays true to their organization's mission, vision and values, it isn't uncommon to see her stepping into a clinical role to help during times of need.

Tina's commitment to nursing is evident through her leadership, dedication to excellence, and focus on teamwork. She has led her team to improve patient outcomes and elevate HCAHPS scores significantly. Her involvement in various committees and associations, such as the Nebraska Nurses Association and the Legislative Advocacy and Representation Committee, highlights her passion for advocacy and making a difference in healthcare policies. Her contributions to events like the Nebraska Nurses Legislative Day and the national What's Right in Healthcare conference demonstrate her willingness to share her expertise and knowledge for the betterment of the nursing profession. Additional committee involvement and ongoing partnerships with colleges of nursing demonstrate her commitment to addressing workforce shortages and challenges in healthcare delivery.

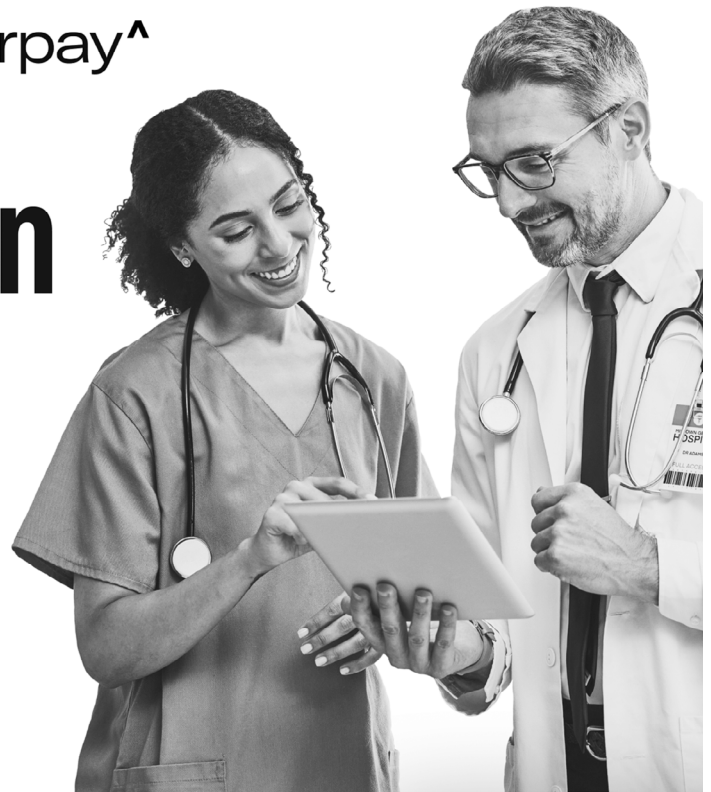
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# NHA Presenter Biographies (Cont.)



**JOHN RICHARDSON**  
SENIOR DIRECTOR OF IPOP AND DATA ANALYTICS  
IOWA HOSPITAL ASSOCIATION

*Market Insights using NHA Dimensions*

John Richardson is a Senior Director of IPOP and Data Analytics for the Iowa Hospital Association where he is responsible for managing the IHA Dimensions program and is a member of the IHA Data Analytics Team. John is also responsible for IHA Data services related to quality and patient safety in cooperation with the Iowa Healthcare Collaborative Partnership for Compass HQIC(Hospital Quality Improvement Contractor). John graduated from Bemidji State University with a Bachelors degree in Business Administration with a focus in Business Management.



**DEREK SAILORS**  
DIRECTOR OF IT/ ISO  
COMMUNITY HOSPITAL – MCCOOK

*The Growing Cyber Security Requirements + Trends in Healthcare*

Derek Sailors is the Director of Information Systems and Information Security Officer at Community Hospital System in McCook, NE, and volunteer on several incident response and cyber security excellence advisory groups.

Derek holds over 15 certifications in various areas of IS excellence including technology management, incident command, cybersecurity, security architecture other information systems distinctions. He has completed programs through Microsoft, FEMA, Nebraska Hospital Association Leadership Institute, CISCO, VMWare, Nutanix, and other notable powerhouse organizations in security best practices.

Derek has achieved repeated local and national recognition including being named a “CIO to Know” by Becker’s Hospital Review for the last two years in a row, 2018 Nebraska HIMSS Visionary of the Year, and a Caring Kind Award recipient. He is an avid volunteer and active member of HIMSS, CHIME, NHA, NHIT, and NHA among other organizations including volunteering as a Firefighter/EMT for the City of McCook.



**ERIN SAXBY**  
VICE PRESIDENT, TECHNOLOGY  
FNBO

*Leveraging Generative AI*

Erin Saxby is the Vice President at First National Bank of Omaha (FNBO), a position she has held since November 2018. With nearly six years of leadership experience at FNBO, she brings a wealth of knowledge and expertise in banking and finance. Erin holds a Bachelor of Arts degree in Political Science and Philosophy from Boston College, where she studied from 1987 to 1991. Her long-standing career in the financial sector and academic background in the liberal arts have contributed to her successful leadership.



**MICHAEL SAYERS, M.D.**  
FAMILY PRACTICE PHYSICIAN  
BRYAN HEALTH

*Leveraging Generative AI*

Dr. Michael Sayers, MD is a family medicine physician in Lincoln, NE and has over 26 years of experience in the medical field. He graduated from University of Nebraska Medical Center College of Medicine in 1997. He is affiliated with Beatrice Community Hospital and Health Center.



**EZRA SCHLECHT**  
LOSS CONTROL CONSULTANT  
MARSH MCLENNAN AGENCY

*Violence in the Workplace*

Ezra Schlecht is a Loss Control Consultant at Marsh McLennan Agency, based in Lincoln, NE. With a background in the United States Marines Corps, Ezra served as a Combat Veteran machine gun team leader and received a letter of accommodation for training Marines in Military Operations in Urban Terrain (MOUT). Following his military service, Ezra worked as a civilian contractor in Kuwait.

Ezra’s expertise extends beyond his military experience. He is a certified CSHO (Certified Safety and Health Official) and SSH (Safety and Security Health) professional. He has also obtained various instructor certifications, including ALICE (Alert, Lockdown, Inform, Counter, Evacuate) Instructor, AVERT (Avoid, Deny, Defend) Instructor, Stop the Bleed Instructor, and First-aid CPR/AED instructor.

With over 10 years of experience, Ezra has conducted safety audits and inspections in over 300 facilities. Ezra Schlecht’s unwavering commitment to fostering workplace safety and preventing violence has positioned him as a prominent advocate for loss control within the community. Whether engaging in live discussions with clients, sharing insights through LinkedIn articles, or making guest appearances on podcasts, Ezra’s influential voice resonates strongly in the field.

Ezra holds an AAS (Associate of Applied Science) degree in Business Administration. His diverse background and extensive experience make him a valuable asset in the field of loss control and workplace safety.

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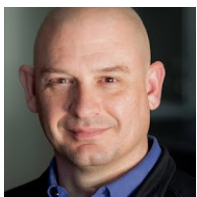
## NHA Presenter Biographies (Cont.)



**DANNY SCHMIDT**  
MANAGER, AUDIT SERVICES  
RSM US LLP

*OPEN AI / ChatGPT in Health Care*

Danny has over ten years of experience bringing value to organizations in the healthcare and financial services industries. His experience in these industries includes entities that are private equity-owned, for-profit, nonprofit, and governmental organizations. Danny is responsible for all aspects of audit engagements, including collaborating with teams to develop tailored strategies, identifying key audit risks, and assigning resources to execute the overall audit plan. He oversees audit progression, quality of the audit engagement, and meeting agreed-upon timelines with clients. He devotes a significant amount of time to developing relationships with his clients to understand emerging issues and trends to bring relevant insights and integrated solutions. In addition to serving clients, Danny has led national CPE events and enterprise growth and innovation initiatives. He also plays a key role in recruiting and retention to enhance the overall talent experience for employees at RSM.

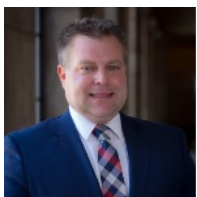


**JACK SHEARD**  
PARTNER  
IDEABANK MARKETING

*When You Can't Say, "No," Say "Why" Instead!*

Jack joined the agency in 2020 and became a partner in 2024. As you see, he hits the ground running. Detail-oriented and brimming with energy, Jack comes in with a plan and puts it in motion.

A marathon and half-marathon veteran, Jack has been on the communications track even longer — a couple of decades, in fact. That includes seven years at the Grand Island Independent, the final two as an online director. He then served for eight years as marketing and communication coordinator for Grand Island Public Schools, a 10,000-student district. He puts that unique experience to work coaching clients on communications planning, as well as finding creative marketing solutions for a diverse cross-section of clients.



**DAVID SLATTERY**  
SENIOR DIRECTOR, ADVOCACY  
NEBRASKA HOSPITAL ASSOCIATION

*Legislative Update*

David currently serves as the Senior Director of Advocacy for the Nebraska Hospital Association where he is responsible for state related policy issues affecting Nebraska hospitals and health care. He also administers the NHA Political Action Committee (NHA PAC). In addition to the NHA, David also serves as the Board Chair for the Nebraska Rural Health Association and the Nebraska Chapter of HOSA – Future Healthcare Professionals. Prior to working for the NHA, David served as the Legislative Aides in the Nebraska Legislature's 24th and 27th Legislative Districts. His experiences include working on the Mike Johanns for U.S. Senate campaign and owning

a telecommunication company. He spent three years working as a Bill Clerk for the Clerk of the U.S. House of Representatives in Washington, D.C., where he was responsible for all introduced bills and amendments for the U.S. House of Representatives.

David graduated from The University of Iowa and holds Bachelor Degrees in Political Science and Sociology, with emphasis in American Institutions.



**TODD SMITH**  
CHIEF EXECUTIVE OFFICER  
SYMPHONY WORKFORCE

*Impact of Innovative approaches to Workforce Solutions through collaboration – Panel Discussion*

Todd Smith is a Principal Founder of Symphony Workforce Development Foundation (SWDF), a Nebraska 501 (c)3 non-profit, and as CEO, is primarily responsible for guiding the organization's vision and growth. SWDF's mission is to empower student-driven discovery of career opportunities uniquely aligned with personal aspirations, strengthening communities, relationships, and economic futures.

Originally from St. Paul, MN, Todd brings 25 years of information technology, consulting, and educational organizational leadership to Symphony. He earned his undergraduate degree and attended graduate school at the University of South Dakota where he served as captain of the football team. Following graduation, he found immediate success in the rapidly growing IT sector leading sales teams for a multinational technology company. Smith then combined his love of technology with his passion for education and STEM stepping in to lead national sales for the largest privately held education firm in the country.



**BEN SPARKS, MBA**  
VICE PRESIDENT OF MANAGED CARE  
CONTRACTING AND BUSINESS DEVELOPMENT  
BRYAN HEALTH CONNECT

*Bridging the Gap Between Revenue Cycle and Contracting*

Ben Sparks, MBA is the Bryan Health Connect Vice President of Managed Care Contracting and Business Development. He leads the BHC Managed Care Contracting Team and is responsible for the development and execution of payor strategy for BHC. Ben also works with providers, employers, and payors to create and grow new, innovative partnerships designed to improve the delivery and financing of healthcare in communities served by BHC.

# NHA Presenter Biographies (Cont.)



**DANA STEINER, MSN, MBA**  
SENIOR DIRECTOR, MEDICAID QUALITY  
NEBRASKA HOSPITAL ASSOCIATION

*Nebraska Medicaid Directed Payment  
Program: Quality is the Key*

Dana Steiner, MSN, MBA, CPHQ has worked in rural healthcare for 22 years. 15 years of that work were dedicated to a Critical Access Hospital and the past 6 years working for the Nebraska Hospital Association focused on healthcare quality across the state. Dana received her BSN from University of Nebraska Medical Center and her MBA from University of Nebraska- Kearney and her MSN at Nebraska Wesleyan University. Steiner is a TeamSTEPPS master trainer and is actively involved in professional organizations in Nebraska. In 2022 Steiner earned her Certification in Healthcare Quality (CPHQ). Steiner has held many roles over her career including Quality Director, Chief Nursing Officer, and Clinic Administrator and currently serves as a healthcare quality director for the state hospital association, serving hospitals across Nebraska to provide high-quality and efficient care.



**TRAVIS W. TETTENBORN, J.D.**  
PARTNER  
CLINE WILLIAMS WRIGHT JOHNSON &  
OLDFATHER, LLP

*Medical Malpractice Trends and Case Studies*

Travis is Vice Chair of Cline Williams' Litigation Section and has a civil trial practice focusing on commercial disputes across health care, insurance, financial instruments, and real estate matters, as well as medical malpractice defense, legal malpractice defense, and defense of civil rights lawsuits. Travis represents clients in all aspects of litigation in federal and state courts, arbitration forums, and administrative proceedings. He defends health care providers and represents businesses in litigation throughout the state of Nebraska.



**JEN TIMMERMAN, MSM, CHFP, CRCR**  
DIVISION DIRECTOR OF REVENUE CYCLE  
CHI HEALTH

*Physician Alignment and Partnership  
Opportunities*

With over 16 years of experience in healthcare revenue cycle, Jen Timmerman's diverse background includes hospitals, employed physician enterprises, private practice, critical access hospitals, nursing home, ambulance and rural health clinics.

Jen began her career in healthcare as an Admitting Interviewer at Methodist Hospital in Omaha, NE, and currently works for CHI Health (Commonspirit) as the Division Director of Revenue Cycle for Iowa, Nebraska, North Dakota and Minnesota. Her passion for the revenue cycle does not stop at CHI as she is currently an Adjunct Professor at Bellevue University teaching in their MHA Program.

Prior to joining CHI, Jen worked for Shenandoah Medical Center as their Director of Revenue Cycle from 2016-2019, and prior to that was with the Methodist Health System in a variety of roles, finishing her tenure as the Training and Project Manager for the Revenue Cycle. Jen is currently the Board Chair for the MGMA Nebraska Chapter.

Through this opportunity, Jen looks forward to engaging her state politicians, physicians, advanced practice providers, and operational and finance leaders to seek positive changes in healthcare to better serve our patients and communities.

Jen has her Masters in Management with an emphasis on Healthcare from Bellevue University. She is a Certified Healthcare Financial Professional (CHFP) and a Certified Revenue Cycle Representative (CRCR) through HFMA





# NHA Presenter Biographies (Cont.)



**PATRINA (TRINA) WHITE, DRPH, MBA, MSPT, FACHE, FACMPE**  
ASSISTANT PROFESSOR  
UNIVERSITY OF NEBRASKA MEDICAL CENTER

*Bending the Execution Curve: Implementing Successful Organizational Change in Hospitals and Healthcare Organizations*

Trina White began diverse background includes leadership of physician groups and clinics, service lines, hospitals, ancillary services, home health, and various inpatient and outpatient services, as well as planning, opening and operating a new hospital. Trina has over 23 years of broad healthcare leadership experience and over 30 years in healthcare.

Trina loves teaching and has served as an adjunct professor at the University of South Dakota, Methodist College, and the University of Nebraska at Omaha. In June 2023, she made a career change into academia full-time and joined the faculty at the University of Nebraska Medical Center College of Public Health as an assistant professor. Prior to joining UNMC, Trina worked for Sutter Health as the CEO for Sutter Surgery Center Division, Sutter Care at Home and Walk-In Care 2021-2023, the CEO for Sutter Valley Medical Foundation for the central region 2019-2021, the Chief Administrative Officer of Sutter Maternity & Surgery Center in Santa Cruz 2017-2019, and the Vice President of Operations for the Sutter Bay Medical Foundation -East Bay Region 2016-2017.

Trina earned her Doctorate in Public Health from the University of Nebraska Medical Center, her Master's degree in Physical Therapy from the University of South Dakota and her MBA from the University of Nebraska at Omaha. She is board certified with the American College of Healthcare Executives (FACHE) and also with the American College of Medical Practice Executives/Medical Group Management Association (FACMPE).

Throughout her career as a healthcare leader, Trina has strived for strong team engagement and a culture of safety and continuous improvement.

Trina enjoys mentoring through various programs, including the American College of Healthcare Executives.



**CHRISTINE WIDMAN, MHA**  
SENIOR DIRECTOR OF MEDICAID  
ADMINISTRATION & COMMUNITY BENEFITS  
NEBRASKA HOSPITAL ASSOCIATION

*State Medicaid Directed Payment Program & Community Benefits*

Christine Widman joined the Nebraska Hospital Association (NHA) in 2024 to work with the Medicaid State Directed Payment Program. In her role as the Senior Director of Medicaid Administration and Community Benefits, Christine is dedicated to advancing the quality and accessibility of health care services across the state. Prior to her current position, Christine served as Senior Director of Operations for the NHA subsidiary, Bio-Electronics. In this role, she was instrumental in overseeing operations and accreditation compliance for biomedical equipment maintenance service delivery across a 6-state region.

Christine's experience in public health includes her tenure as the Community Health Educator Senior for the Heart Disease and Stroke Program at the Nebraska Department of Health and Human Services (DHHS) in the Division of Public Health. At DHHS, she developed and implemented strategies and programs focused on chronic disease prevention in the primary care setting, demonstrating her commitment to improving community health outcomes with Nebraska Rural Health Clinics. Before her work in public health, Christine had a robust clinical background in physical therapy. She served at Madonna Rehabilitation Hospital for nearly 8 years on the inpatient brain injury and stroke teams, where she provided rehabilitation services to patients recovering from severe neurological conditions, and is a Certified Brain Injury Specialist.



**MARGARET WOEPPEL, MSN, RN, CPHQ, FACHE**  
CHIEF NURSING AND INFORMATICS OFFICER  
NEBRASKA HOSPITAL ASSOCIATION

*Impact of Innovative Approaches to Workforce Solutions Through Collaboration*

Margaret Woeppel MSN, RN has been in healthcare for over 20 years. Margaret began her career as a floor nurse in the Emergency and Trauma Departments and as a flight nurse. Margaret is currently the Chief Nursing and Informatics Officer at the Nebraska Hospital Association. Margaret has spent the last decade working with hospitals throughout Nebraska on a broad range of data driven quality and performance improvement endeavors. Margaret served as past president of the Nebraska Rural Health Association and is a National Rural Health Association Rural Health Congress member. Margaret has co-authored NRHA policy paper, "The Impact of Swing Beds", 2016 and "Palliative Care; Policy Brief", 2018. She has earned a master's degree, post-master's certificate and is a Certified Professional in Healthcare Quality. Margaret is also a Fellow of the American College of Healthcare Executives.

## From our community. For our community.

Nebraska Community Blood Bank is proud to serve the following community hospitals:

Annie Jeffrey Memorial County Health Center	Lincoln Surgical Hospital
Bryan Medical Center	Madonna Rehabilitation Hospital
Crete Area Medical Center	Memorial Health Care Systems
Friend Community Healthcare System	Merrick Medical Center
Genoa Community Hospital	Methodist Health System
Jefferson Community Health & Life	Nebraska Medicine



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# 2024 Health Care Resource Displays

## GREAT PLAINS TELEHEALTH RESOURCE & ASSISTANCE CENTER (GPTRAC)

The Great Plains Telehealth Resource & Assistance Center (gpTRAC) helps healthcare providers develop and implement telehealth programs. It is funded by the Office for the Advancement of Telehealth (OAT), an agency within the Health Resources and Services Administration (HRSA). Almost all of our services are free. Our mandate is to promote telehealth through training, technical assistance (consultation), and outreach activities.

## HEALTH CENTER ASSOCIATION OF NEBRASKA

Health Center Association of Nebraska (HCAN) is Nebraska's Primary Care Association dedicated to expanding and enhancing access to quality, community-responsive care at Nebraska's Federally Qualified Health Centers. HCAN's mission is to Advance the Health Center Movement by bring together healthcare providers, community partners, government and legislature, and other stakeholders to address the root causes of health disparities and create lasting solutions. In 2022, HCAN developed and implemented a Department of Labor-certified Medical Assistant Apprenticeship program. To date, over 120 Medical Assistants have passed their Certified Clinical Medical Assistant (CCMA) national certification exam and completed the associated on-the-job training. The HCAN MA Apprenticeship is fully endorsed by the Nebraska Hospital Association and available to all Nebraska Hospitals. Interested in upskilling your current workforce or promoting this program as part of your recruitment strategy? Please connect with the HCAN Team to learn more.

## NEBRASKA COALITION FOR PATIENT SAFETY (NCPS)

The Nebraska Coalition for Patient Safety (NCPS) is designated by the Agency for Healthcare Research and Quality (AHRQ) as a federally listed Patient Safety Organization (PSO). The NCPS mission is to continuously improve the safety and quality of healthcare delivery in the region. NCPS assists providers in improving patient safety through aggregation and analysis of patient safety events and the sharing of de-identified information about the events and the underlying causes. NCPS offers educational tools and other resources that members can learn from and use to improve the safety of care delivery systems and safety culture.

## NEBRASKA HOSA FUTURE HEALTH PROFESSIONALS

HOSA Future Health Professionals is a global student-led organization providing unique classroom experiences and opportunities in health professions with enhanced leadership development and recognition opportunities for career-minded students in middle school, high school, and postsecondary. Nebraska HOSA has over 50 chapters and 1,450 members and looks forward to another year of growth. Nebraska HOSA holds conferences across the state, including the latest State Leadership Conference, which will be at Creighton University from March 9-11, 2025. At the state conference, students can participate in the HOSA Competitive Event Program, attend education workshops and tours hosted by healthcare professionals, and visit expo booths.

## WOMEN IN HEALTHCARE

The purpose of the Women in Healthcare organization is to promote the professional development of women in the healthcare industry through networking, education, and mentorship. Through this community we empower one another, support growth and mentorship, provide education and support business through sharing successful techniques, leads, contacts, products, and services.

## CHIROPRACTIC CARE: AN INTEGRAL PART OF HEALTHCARE



The essential services provided by chiropractic physicians represent a primary approach for the prevention, diagnosis and conservative management of back pain and spinal disorders that can often enable patients to reduce or avoid the need for higher risk treatments, such as prescription opioid pain medications and surgery.

Chiropractic physicians work alongside other healthcare providers to help provide comprehensive care for patients of all ages. The more that collaborative approaches are used, the better the patient outcomes.

LEARN MORE:



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# Exhibitors List

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MARSH MCLENNAN AGENCY (INSPRO INSURANCE)  
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MCL CONSTRUCTION  
MEDICA  
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MOLINA HEALTHCARE  
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MYVITALZ, INC.  
NEBRASKA CHIROPRACTIC PHYSICIANS ASSOCIATION  
NEBRASKA COMMUNITY BLOOD BANK  
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NHA SERVICES  
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**Jeremy Stone, MD**  
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**William Nester, MD**  
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Jon Borton, MS

Chief Operating Officer, NHA Services, Inc.

Phone: (402) 742-8147

Email: [jborton@nebraskahospitals.org](mailto:jborton@nebraskahospitals.org) or visit


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Roshal Health's imaging professionals work remotely to mitigate staffing challenges, reduce costs, and provide rural communities with access to elevated patient-focused care.

**Roshal's licensed technicians connect with Remote Hands technology, which enables the following:**



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**Scale staff and regulate costs** during high and low-traffic periods



**Access to licensed and experienced** imaging professionals

**Radiology staffing is no longer an obstacle for rural communities.** Remote Hands connects more patients in more places to the quality imaging services they need.







**NHA** | **NEBRASKA  
HOSPITALS**

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