

The background is a solid dark blue with several overlapping circles of varying shades of blue. Some circles contain a pattern of small, lighter blue dots. Thin, light blue curved lines also sweep across the background.

NHA | **NEBRASKA HOSPITALS** **2022 ANNUAL CONVENTION**

CONNECT COLLABORATE CELEBRATE

A Message from the NHA President

Greetings from the NHA,


Three years. That’s how long it’s been since we last hosted our convention in person. The pandemic has disrupted and changed our lives in ways we would never have imagined prior to 2020. From shutdowns to vaccines to masking, workforce crises, political struggles, school impacts...we’ve all persevered through so much. We have all grown due to these challenges, growth we can use to improve the future of health care.

Throughout it all, one constant has remained – the hard work and resilience of our Nebraska hospital and health care workers. These are the real heroes who deserve to be recognized for their efforts each and every day. They stepped up and provided leadership and the highest level of patient care. At the NHA, we are so very proud of all of our member hospitals, their leadership and collaboration and every employee that made a difference.


The good news is that we’re back and look forward to connecting, collaborating and celebrating our hospitals. We’ll hear from an impressive slate of nationally recognized keynote speakers, presenters providing information on key topics for hospital leaders, and, of course, we’ll network with our fellow health care peers to reconnect both personally and professionally.

We’ll again host our annual Awards Banquet as well as our much anticipated and revered, Caring Kind Awards Luncheon.

With this being my very first convention as President of the NHA, I can’t wait to kick off this event in October. Let’s go!



Sincerely,



Jeremy Nordquist, MPA
President

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Event Information

WHO SHOULD ATTEND

- CEO's
- COO's
- CFOs
- DONs
- HR Managers
- Marketing Managers
- Quality Directors
- Social Workers

REGISTER

Register online at: nebraskahospitals.org

REGISTRATION OPTIONS:

All-inclusive Rate for NHA programs\$599 (\$549 Early Bird exp. 9/14)

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

Wednesday Awards Banquet	\$50
The Caring Kind Awards Luncheon	\$50
Guest Registration	\$150 per guest
<i>(Includes Wednesday Networking Lunch, Awards Banquet, Thursday Trade Show Lunch and Sponsors' Social)</i>	

ALLIED HEALTH CARE ORGANIZATION PROGRAMS:

American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

ACHE affiliates	\$600
ACHE Annual Meeting, Awards Breakfast, & Panel	\$30

Healthcare Financial Management Association (HFMA)

All three days <i>(Includes Wednesday Networking Lunch)</i>	\$475
Wednesday programs.....	\$235
Thursday programs.....	\$235
Friday programs	\$100

Nebraska Healthcare Marketers (NHM) \$275

Nebraska Society for Social Work Leadership in Healthcare (NSSWLHC).....\$150

Nebraska Society of Healthcare Engineers (NSHE) \$60

QUESTIONS?

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

For questions about registration or sponsorships, contact Heather Bullock, Member Services and Events Manager, at (402) 742-8148 or hbullock@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

CEUs pending through AXIS Medical Education.

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.

Nursing home administrators

CEUs pending from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

Human Resource Professionals

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

ACHE

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.

CPAs

CEUs pending.

AXIS Contact Information

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

Accredited Continuing Education

Disclosure of Conflicts of Interest

AXIS Medical Education requires instructors, planners, managers and other individuals and their spouse/life partner who are in a position to control the content of this activity to disclose any real or apparent conflict of interest they may have as related to the content of this activity. All identified conflicts of interest are thoroughly vetted by AXIS for fair balance, scientific objectivity of studies mentioned in the materials or used as the basis for content, and appropriateness of patient care recommendations.

The faculty reported the following relevant financial relationships or relationships they have with ineligible companies of any amount during the past 24 months

Name of Faculty or Presenter	Reported Financial Relationship
Ben Hammersley	Nothing to disclose
Ron Hetrick	Nothing to disclose
Andy Hale	Nothing to disclose
David Slattery	Nothing to disclose
Martie Ross	Nothing to disclose
Jerry V. Walker, III	Nothing to disclose
Brent Barnacle	Nothing to disclose
Susan Sapp	Nothing to disclose
Meridith Dillon	Nothing to disclose
Naomi Hattaway	Nothing to disclose
Tess Houser	Nothing to disclose
Eva Roberts	Nothing to disclose
Josette Gordon-Simet, M.D.	Nothing to disclose
Erin Schneider	Nothing to disclose
Jennifer Moffett	Nothing to disclose
Sheri Dawson	Nothing to disclose
Judith M. Burnfield	Nothing to disclose
Ryan Knight	Nothing to disclose
Beau Bump	Nothing to disclose
Jason Yungtum	Nothing to disclose
Chris Carlson	Nothing to disclose
Kim Becking	Nothing to disclose
Mitch Herian, Ph.D.	Nothing to disclose
Ann Oertwich	Nothing to disclose
Bradley Pierce	Nothing to disclose
Derek Bailey	Nothing to disclose
Kim Thomas	Nothing to disclose
Sydney Huss	Nothing to disclose
Rob DiSimone	Nothing to disclose
Scott S. Moore	Nothing to disclose

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	Nothing to disclose
Heather Bullock	Nothing to disclose
Tiffani Cullin	Nothing to disclose
Corey Mann	Nothing to disclose
Holly M. Hampe, DSc., RN, MHA, MRM, CPHQ	Nothing to disclose
Dee Morgillo, MEd., (MT(ASCP), CHCP	Nothing to disclose

Requirements for credit:

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

• Complete the CE Declaration form online by November 21, 2022, at 11:59 pm ET. 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 19

7:00 A.M. - 5:00 P.M.	Registration Desk Open
8:30 A.M. - 9:30 A.M.	OPENING KEYNOTE Ben Hammersley (Futurist)
9:30 A.M. - 10:00 A.M.	BREAK / NETWORKING
10:00 A.M. - 10:45 A.M.	BREAKOUT SESSION 1 Session A – The Nebraska Legislature and Current Healthcare Issues Session B – Post-PHE Telehealth and Virtual Services Session C – Challenges of Behavioral Health for First Responders and Healthcare Providers
11:00 A.M. - 11:45 A.M.	BREAKOUT SESSION 2 Session A – The Nebraska Legislature and Current Healthcare Issues Session B – Post-PHE Telehealth and Virtual Services Session C – Challenges of Behavioral Health for First Responders and Healthcare Providers
12:00 P.M. - 1:30 P.M.	NETWORKING LUNCH
1:30 P.M. - 2:15 P.M.	BREAKOUT SESSION 3 Session D – Going Country: How to Highlight the Advantages of Practicing Medicine in Rural Communities Session E – Navigating the No Surprises Act Session F – Gender Identity & Sexual Orientation: Important Topics for Healthcare Providers
2:30 P.M. - 3:15 P.M.	BREAKOUT SESSION 4 Session D – Going Country: How to Highlight the Advantages of Practicing Medicine in Rural Communities Session E – Navigating the No Surprises Act Session F – Gender Identity & Sexual Orientation: Important Topics for Healthcare Providers
5:30 P.M. - 10:00 P.M.	AWARDS BANQUET & ENTERTAINMENT
10:00 A.M. - 4:00 P.M.	NHA LEADERSHIP INSTITUTE (FINAL SESSION FOR 2022 PARTICIPANTS)

THURSDAY, OCTOBER 20

7:00 A.M. - 5:00 P.M.	Registration Desk Open
8:30 A.M. - 5:00 P.M.	Health Care Resource Displays Open
8:30 A.M. - 9:30 A.M.	KEYNOTE Ron Hetrick (Workforce)
9:30 A.M. - 10:00 A.M.	BREAK / NETWORKING
10:00 A.M. - 10:45 A.M.	BREAKOUT SESSION 1 Session G – Housing is Healthcare Session H – Nebraska Behavioral Health Landscape 2.0 - Strategic Planning: Accomplishments and Moving Forward Session I – Finding Solutions to the Labor Shortage
11:00 A.M. - 11:45 A.M.	BREAKOUT SESSION 2 Session J – Innovative Approach to Diabetes Management Session K – The 4 Ps of Positive Leadership – Strong Cultures Attract and Retain Top Talent Session L – ARPA Behavioral Health Workforce Awards: What they are and how to apply
12:00 P.M. - 1:30 P.M.	TRADE SHOW & LUNCH
1:30 P.M. - 2:30 P.M.	BREAKOUT SESSION 3 Session M – Project 2025 and Suicide Prevention in Healthcare Session N – Madonna Model System of Rehabilitation Care for Patients Post-COVID-19 Session O – Alphabet Soup: A Hospital-centric, Comprehensive Approach to Multi-Agency Regulatory Compliance
2:30 P.M. - 3:00 P.M.	BREAK/ NETWORKING
3:00 P.M. - 4:30 P.M.	GENERAL SESSION State Issues Forum
4:30 P.M. - 5:30 P.M.	TRADE SHOW SOCIAL HOUR

NHA Programs At-A-Glance

FRIDAY, OCTOBER 21

7:00 A.M. - 1:00 P.M.	Registration Desk Open
8:30 A.M. - 9:30 A.M.	CLOSING KEYNOTE Kim Becking (Leadership Resilience)
9:30 A.M. - 9:45 A.M.	BREAK / NETWORKING
9:45 A.M. - 10:30 A.M.	ANNUAL BUSINESS MEETING (OPEN TO NHA MEMBER HOSPITAL STAFF ONLY)
10:45 A.M. - 11:45 A.M.	OPEN DIALOGUE SESSIONS (OPEN TO NHA MEMBER HOSPITAL STAFF ONLY) CEO Open Dialogue Session HR Open Dialogue Session Nursing Dialogue Session
12:00 P.M. - 1:30 P.M.	THE CARING KIND AWARDS LUNCHEON

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OPENING KEYNOTE

**PATHWAY DESIGN GROUP**
THURSDAY KEYNOTE

**CHI HEALTH**
CLOSING KEYNOTE

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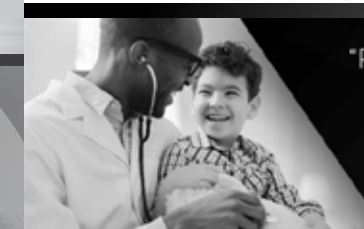
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BACKGROUND SCREENING

Allied Organization Programs At-A-Glance

WEDNESDAY, OCTOBER 19

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES (ACHE)	
9:30 A.M. - 4:00 P.M.	Resilient Leadership: The Role of Well-Being in Individual and Organizational Performance
HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) – NEBRASKA CHAPTER	
8:30 A.M. - 9:30 A.M.	NHA Keynote Ben Hammersley
10:00 A.M. - 10:45 A.M.	Better Patient Experience and Healthier Bottom Line - Able Pay Health
11:00 A.M. - 11:45 A.M.	HR Best Practices for employee retention & engagement- Panel
1:30 P.M. - 2:15 P.M.	Why Physician Advisors are critical to Revenue Cycle Management
2:30 P.M. - 3:15 P.M.	Patient Assistance: A \$30B Revenue Cycle Opportunity
HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)	
8:30 A.M. - 9:30 A.M.	NHA Keynote Ben Hammersley
10:00 A.M. - 10:45 A.M.	Where Did All the Workers Go? The Current Labor Shortage in Nebraska
11:00 A.M. - 11:45 A.M.	Nebraska Nursing Workforce Date: Lets Talk About Solutions!
1:30 P.M. - 2:15 P.M.	Nursing Recruitment & Retention - ARPA Funds
2:30 P.M. - 3:15 P.M.	Retire now? How? Helping Employees Determine Retirement Plans in the Midst of the Current Downturn of the Markets.
NEBRASKA HEALTHCARE MARKETERS (NHM)	
1:30 P.M. - 1:45 P.M.	Introduction & Welcomes
1:45 P.M. - 2:45 P.M.	Marketing Isn’t What You Do, It’s Who You Are
2:45 P.M. - 3:00 P.M.	Break
3:00 P.M. - 4:00 P.M.	Personas: See How Hospitals and Healthcare Providers Are Using First-party and Third-party Data to Refine Their Approach to a Fractured and Distracted Market

THURSDAY, OCTOBER 20

AMERICAN COLLEGE OF HEALTHCARE EXECUTIVES (ACHE)	
7:00 A.M. - 8:30 A.M.	ACHE of Nebraska & Western Iowa Annual Meeting, Networking Breakfast & Embracing a Dialogue About Health Equity and Intersectionality Panel Presentation
5:00 P.M. - 7:00 P.M.	ACHE of Nebraska & Western Iowa Networking Reception <i>Hail Varsity Club</i> <i>12744 Westport Pky, Suite 1A</i> <i>Lavista</i>
HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) – NEBRASKA CHAPTER	
8:30 A.M. - 9:30 A.M.	NHA Keynote Ron Hetrick
10:00 A.M. - 10:45 A.M.	Key Performance Indicators & Measurements in Revenue Cycle
11:00 A.M. - 11:45 A.M.	Transition Tips for New Managers
1:30 P.M. - 2:30 P.M.	Improving Medicare Wage Index
HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)	
8:30 A.M. - 9:30 A.M.	NHA Keynote Ron Hetrick
10:00 A.M. - 10:45 A.M.	Navigating a politically correct work environment in an unpolitically correct world.
11:00 A.M. - 11:45 A.M.	Strategies to mitigate burnout - HR professionals self-care.
1:30 P.M. - 2:30 P.M.	The Latest Trends in Labor and Employment Law

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

NEBRASKA HEALTHCARE MARKETERS (NHM)

8:30 A.M. - 9:30 A.M.	NHA Keynote Ron Hetrick
9:30 A.M. - 10:00 A.M.	Networking along with NHA
10:00 A.M. - 11:00 A.M.	Storytelling Strategies That Increase Revenue
11:00 A.M. - 12:00 P.M.	Intellectual Property Law 101 for Marketers
12:00 P.M. - 1:30 P.M.	Trade Show and Lunch with NHA
1:30 P.M. - 2:30 P.M.	The Importance of Personal Branding: Finding Power Through Connecting Personally and Professionally
2:30 P.M. - 3:00 P.M.	Break
3:00 P.M. - 4:30 P.M.	Aligning Marketing Strategy to Organizational Goals
4:30 P.M. - 5:30 P.M.	NHA Trade Show and Sponsor Social
6:00 P.M. - 8:00 P.M.	NHM Social <i>Beyond Golf Bar & Kitchen</i> <i>12040 McDermott plz #330, LaVista</i> <i>*free appetizers & golf for NHM members</i>

NEBRASKA SOCIETY OF HEALTHCARE ENGINEERS(NSHE)

9:30 A.M. - 10:00 A.M.	NSHE Update: President’s message, ASHE Awards, ASHE Elections, NSHE Nominations for board positions, Region 8 update
10:00 A.M. - 10:45 A.M.	Emotional Intelligence
11:00 A.M. - 11:45 A.M.	Conflict and Confrontation for Managers
12:00 P.M. - 1:30 P.M.	Trade Show & Lunch
1:30 P.M. - 2:00 P.M.	Nebraska Board of Architects and Engineers Introductory Presentation
2:00 P.M. - 3:00 P.M.	High Tech Rehabilitative Living Spaces Restoring Independent Living
2:30 P.M. - 3:00 P.M.	Break/Networking
3:00 P.M. - 4:30 P.M.	Additional CEU presentation
4:30 P.M. - 5:30 P.M.	Trade Show Social

NEBRASKA SOCIETY FOR SOCIAL WORK LEADERS IN HEALTHCARE (NSSWLHC)

8:00 A.M. - 4:30 P.M.	Join fellow social work healthcare leaders for networking and education on challenging topics such as transitions of care,PASRR updates Medicaid expansion, health care disparities, and much more!
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FRIDAY, OCTOBER 21

HEALTHCARE FINANCIAL MANAGEMENT ASSOCIATION (HFMA) – NEBRASKA CHAPTER	
8:30 A.M. - 9:30 A.M.	NHA Keynote Kim Becking
10:00 A.M. - 10:45 A.M.	Revenue Cycle Open Dialogue
HOSPITAL HUMAN RESOURCE PROFESSIONALS (HR)	
8:30 A.M. - 9:30 A.M.	NHA Closing Keynote Kim Becking
9:30 A.M. - 9:45 A.M.	Break / Networking
9:45 A.M. - 10:30 A.M.	Annual Business Meeting (Open to NHA Member hospital staff only)
10:45 A.M. - 11:45 A.M.	Open Dialogue Sessions (Open to NHA Member hospital staff only)
	HR Open Dialogue Session
12:00 P.M. - 1:30 P.M.	The Caring Kind Awards Luncheon
NEBRASKA HEALTHCARE MARKETERS (NHM)	
9:30 A.M. - 9:30 A.M.	Closing Keynote Kim Becking
9:30 A.M. - 9:45 A.M.	Break
9:45 A.M. - 10:30 A.M.	SHSMD Overview
10:30 A.M. - 11:30 A.M.	NHM Business Meeting
NEBRASKA SOCIETY FOR SOCIAL WORK LEADERS IN HEALTHCARE (NSSWLHC)	
8:00 A.M. - 11:30 A.M.	Join fellow social work healthcare leaders for networking and education on challenging topics such as transitions of care, PASRR updates Medicaid expansion, health care disparities, and much more!

NHA Programs | Wednesday

OPENING KEYNOTE

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

THE GREAT REASSESSMENT: WHAT THE COVID-19 CRISIS WILL MEAN FOR THE WORLD NOW AND IN THE FUTURE



BEN HAMMERSLEY

The past 3 years have brought considerable change to the world, the workplace, and the way we live. In this talk, we'll explore the combination of Covid, Technology, and Socio-Cultural changes that will shape the way we will work over the next decade: and discuss how best to plan for, and thrive within, the changes we can and can't see.

OBJECTIVES:

- Explore the holistic socio-cultural changes in our workplaces since 2019.
- Discuss technological transformation in 2023 and beyond.
- Determine an approach to personal and corporate planning that is most suitable to the present era.



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 HEALTHCARE ISSUES

ANDY HALE & DAVID SLATTERY 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 healthcare. The NHA advocacy team will provide an update on the last legislative session and discuss bills and proposals that will influence healthcare. They will also discuss how to become more engaged in the legislative process.

OBJECTIVES:

- Identify the legislative issues impacting Nebraska's healthcare community.
- Examine the legislative process.
- Discuss the skills needed to become more engaged in the legislative process.

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

POST-PHE TELEHEALTH AND VIRTUAL SERVICES

MARTIE ROSS WITH PYA

The end of the COVID-19 public health emergency also means the contraction of expanded telehealth coverage. In addition to detailing what services will remain covered for how long and under what conditions, this session will explain how providers can use virtual services to fill the gaps left by the telehealth rollback. .

OBJECTIVES:

- Articulate the state of the Federal PHE.
- Compare and contrast the difference between Telehealth and Virtual Services.
- Describe how future regulatory actions may impact their healthcare setting.



NHA Programs | Wednesday (Cont.)

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

CHALLENGES OF BEHAVIORAL HEALTH FOR FIRST RESPONDERS AND HEALTHCARE PROVIDERS

JERRY V. WALKER, III, WITH NEBRASKA MEDICINE,

Healthcare workers have reported progressive rates of anxiety, depression, burnout, and maladaptive coping over the past several years, resulting in decreased productivity, increased absenteeism, and many folks exiting healthcare altogether. We will examine some of the main systemic and organizational drivers of behavioral health issues for healthcare workers, focusing on who is most vulnerable and why. We will then explore organizational methods from the macro- to micro- levels for intervening with healthcare workers to not only address these issues but also to mitigate systemic issues driving behavioral health concerns in the first place.

OBJECTIVES:

- Define the most common present-day behavioral health challenges for healthcare workers.
- Describe the primary systemic drivers of anxiety/depression, burnout, moral injury, SUD, and suicide for this population.
- Explain organizational approaches to mitigating risk for behavioral health decompensation.

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

GOING COUNTRY: HOW TO HIGHLIGHT THE ADVANTAGES OF PRACTICING MEDICINE IN RURAL COMMUNITIES

BRENT BARNACLE WITH JACKSON PHYSICIAN SEARCH

Millions of Americans never feel the reality of the physician shortage because they live in metropolitan areas. Yet for about 20% of the population who live in rural and remote communities, the lack of coverage is causing severe consequences for health and quality of life.

Demographic trends worsen the crisis, as younger people leave their communities for educational and career opportunities elsewhere. Awakening America's Millennial workforce to the rewards of practicing rural medicine has become a priority as a matter of policy and of survival for healthcare leaders.

The session will provide examples of recruitment incentives and operational strategies that organizations can deploy

OBJECTIVES:

- Demonstrate the advantages- and transparently address the challenges – that are part of practicing in your community, packaged in ways that resonate with millennial physician candidates.
- Identify best practices for recruitment into rural communities that can be adapted and implemented to address their unique challenges.
- Define tactics and best practices to optimize your digital recruitment process to achieve desired placement results and improved ROI.

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

NAVIGATING THE NO SURPRISES ACT MARTIE ROSS WITH PYA

This session will address the federal No Surprises Act's prohibition on surprise billing, notice requirements, and good faith estimates, as well as anticipated regulations, relevant agency guidance, and lessons learned during the ten months since the law became effective.

OBJECTIVES:

- Review the No Surprises Act's prohibition on surprise billing and related dispute resolution process.
- Analyze when and how to generate a good faith estimate of charges for self-pay patients.
- Outline the industry's experience with the No Surprises Act in the ten months since the law became effective.

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

GENDER IDENTITY & SEXUAL ORIENTATION: IMPORTANT TOPICS FOR HEALTHCARE PROVIDERS

SUSAN K. SAPP WITH CLINE WILLIAMS WRIGHT JOHNSON & OLDFATHER

The presentation will highlight what you need to know about LGBTQ+ topics, including gender identity and sexual orientation, through two lenses: (1) as an employer and (2) as a healthcare provider. First, we will review the state of the law and key terms relevant to these important topics. We will analyze key takeaways from the Supreme Court's landmark ruling in Bostock and discuss essential action items and practical guidance for healthcare employers to support employees and avoid liability and employment discrimination claims in their organizations. We will also identify practical guidance and action items for creating a safe and inclusive environment for patients seeking healthcare services.

OBJECTIVES:

- Define the state of the law as it relates to sex-biased discrimination in employment and covered health programs.
- Review terminology and best practices for supporting LGBTQ+ employees and patients.
- Attain practical guidance and specific action items for creating an inclusive environment and limiting liability, both as an employer and healthcare provider.

AWARDS BANQUET

5:30 P.M. - 8:00 P.M.



The reception begins at 5:30 P.M. and dinner at 6:00 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 2022 Graduates recognition, AHA membership awards and ACHE awards.

Live music by the *Finest Hour Band*.

NHA Programs | Thursday

THURSDAY KEYNOTE

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

THE DEMOGRAPHIC DROUGHT; BRIDGING THE GAP IN OUR LABOR FORCE



RON HETRICK

The US is in the midst of an unprecedented labor shortage. This shortage has been developing for years thanks to demographics: a lack of people to do all the work that needs to be done. Between 2011 and 2021, nearly every county in the US saw declines in its working-age population and the pandemic of 2020 only intensified these trends. Sixteen states saw net population declines over the past few years—the worst numbers since the Great Depression.

Employers and higher ed are already feeling the pain but the people shortage is only projected to get worse. So how did we get here? What are the economic ramifications? And is there anything we can do about it?

As lead author of The Demographic Drought and its follow up report released in February of 2022, Hetrick answers these questions by analyzing past, present, and future workforces. From baby boomers to millennials to the 2020 Baby Bust, we track the rise and fall of America's population and labor force participation rate. We also outline how employers and higher ed institutions can navigate a future when the demographic drought hits in force.

OBJECTIVES:

- Summarize the broad demographic trends that have brought about our current demographic issues.
- Identify who is disengaging from the labor force, how this is impacting our labor shortage, and if there is hope for those trends to be reversed in the short term.
- Predict how the next 10-15 years could play out in the labor market, and how robotics and AI could help or hurt.

BREAKOUT SESSIONS

Session G | 10:00 A.M. – 10:45 A.M. .

HOUSING IS HEALTHCARE

NAOMI HATTAWAY, MERIDITH DILLON, TESS HOUSER, EVA ROBERTS WITH FRONT PORCH INVESTMENTS

The Front Porch Investments team will deliver an engaging, informative, and participatory presentation on the correlation between affordable housing (safe, quality, attainable, accessible) and the physical and mental wellbeing and health of our communities. Main talking points to be included:

*Affordable housing is an investment in our health. A difficult housing situation—frequent moves, struggling to pay rent, an eviction or foreclosure, poor conditions—can cause physical and mental health issues, or make existing conditions worse. Unstable housing can also amplify individuals’ vulnerability to domestic violence and other physical safety issues.

*Physical health impacts of housing area especially pronounced for children, who are in a critical stage of their physical, emotional, and intellectual development. Stable housing, however, can reduce healthcare costs and improve lifelong health for children and adults. *When individuals and families have access to safe, quality, and affordable housing, their correlating health risks decrease.

OBJECTIVES:

- Correlate housing with health risks for patients.
- Discuss opportunities for health care professionals to be involved in promoting housing as a determinant of health equity.

Session H | 10:00 A.M. – 10:45 A.M. .

NEBRASKA BEHAVIORAL HEALTH LANDSCAPE 2.0 – STRATEGIC PLANNING: ACCOMPLISHMENTS AND MOVING FORWARD

SHERI DAWSON WITH DHHS

A brief overview of the DBH (Division of Behavioral Health) strategic plan for FY 2022-2024 as it relates to key initiatives underway within the Division.

OBJECTIVES:

- Evaluate the DBH strategic plan for 2022-2024.
- Outline how key initiatives support the 5 transformational pillars of the plan.

NHA Programs | Thursday (Cont.)

Session I | 10:00 A.M. – 10:45 A.M.

FINDING SOLUTIONS TO THE LABOR SHORTAGE

RON HETRICK

During this breakout session, participants will discuss how to find solutions to the issues brought up during the “Demographic Drought” keynote presentation. Discussions will be focused around not only hiring strategies, but also on how to analyze your current usage of labor and look for opportunities to reduce an/or combine jobs. Participants should come prepared to share creative solutions they have picked up from other industry segments, and brainstorm how those can be applied to their own industry.

OBJECTIVES:

- Assess what might be done to re-engage and re-employ potential workers who are sitting on the sidelines.
- Identify several strategies for assessing your labor needs, to optimize the employees you have or may acquire.
- Demonstrate methods of presenting the value of their jobs to the market.

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

AN INNOVATIVE APPROACH TO DIABETES MANAGEMENT

DR. JOSETTE GORDON-SIMET WITH BLUE CROSS BLUE SHIELD OF NEBRASKA

Diabetes affects more than 34 million Americans and is the seventh leading cause of death in the US. The financial burden is substantial, as well – costing the US an estimated \$327B annually due to increased medical costs and lost wages. Fortunately, we in Nebraska have shared metrics for addressing diabetic care management quality and a number of programs to help manage diabetes, reverse pre-diabetes and type 2 diabetes, and lower prescription drug costs. Join Dr. Josette Gordon-Simet from Blue Cross and Blue Shield of Nebraska (BCBSNE) to understand the diabetic landscape in our state; clarify the HEDIS quality measures for diabetic care management, including HbA1c control, retinopathy exams and kidney health evaluations; explore members’ response to BCBSNE’s diabetic care management programs, new \$0 preferred insulin program and new type 2 diabetes reversal program powered by Virta Health; and learn what all of the above can do for your hospital staff and medical practice.

OBJECTIVES:

- Identify the prevalence of diabetes among Nebraskans across demographics.
- Outline the HEDIS quality measures for diabetes care and management.
- Discuss how BCBSNE is working with providers to take an end-to-end approach to managing or reversing diabetes, and what the results of its programs and cost-saving measures have been.

Session K | 11:00 A.M. – 11:45 A.M.

THE 4 PS OF POSITIVE LEADERSHIP – STRONG CULTURES ATTRACT AND RETAIN TOP TALENT

CHRIS CARLSON WITH AUREUS GROUP

The 4 P’s of positive leadership are Psychological Safety, Purpose, Path, and Progress. These four principles are the crux of living and executing as a positive leader. Learn how these principles can build high performing teams in an inclusive culture that will help you attract and retain top talent.

OBJECTIVES:

- Determine a clear vision in which candidates and employees can align with their purpose.
- Outline approaches to empower your team to perform at their best.
- Integrate positive leadership seamlessly into your work environment, enabling ownership of, and responsibility for, the culture.

Session L | 11:00 A.M. – 11:45 A.M.

ARPA BEHAVIORAL HEALTH WORKFORCE AWARDS: WHAT THEY ARE AND HOW TO APPLY

ERIN SCHNEIDER WITH THE UNIVERSITY OF NEBRASKA MEDICAL CENTER

The entire healthcare industry is experiencing burnout and workforce issues because of the COVID-19 pandemic, and behavioral health is not immune. To address these shortages, the legislature provided funding for behavioral health workforce initiatives, which are being distributed via a competitive application process – The ARPA Behavioral Health Workforce Awards. This presentation will provide audiences with the who, what, where, when, and why of these awards and how to apply.

OBJECTIVES:

- Discuss the impacts of COVID-19 on the behavioral health workforce in Nebraska.
- Explore behavioral health workforce strategies to help address workforce shortages and burnout.
- Review how to apply for funding to address behavioral health workforce shortages in your organizations and/or communities.

TRADE SHOW LUNCH

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

Session M | 1:30 P.M. – 2:30 P.M.

PROJECT 2025 AND SUICIDE PREVENTION IN HEALTHCARE
JENNIFER MOFFETT AFSP NEB. CHAPTER

Participants will learn about AFSP’s Project 2025 and how we can reduce suicide in healthcare and ED.

OBJECTIVES:

- Evaluate new emerging evidence in the field of suicide research, including health and mental health disparities and inequities.
- Summarize evidence-based practices and tools within the four areas that are shown through research to save lives.
- Formulate a plan of action to call for systems change for the prevention of suicide.

Session N | 1:30 P.M. – 2:30 P.M.

MADONNA MODEL SYSTEM OF REHABILITATION CARE FOR PATIENTS POST-COVID-19
JUDITH M. BURNFIELD & RYAN KNIGHT
WITH MADONNA REHABILITATION HOSPITALS

COVID-19 is having a greater impact on our society than virtually any other health crisis in the last generation. In addition to medical consequences, patients hospitalized with severe COVID-19 often experience profound functional limitations, severe depression, Post Traumatic Stress Disorder and anxiety. Even those with relatively mild cases of COVID-19 can experience lingering or worsening symptoms (e.g., fatigue, shortness of breath, brain fog, numbness or tingling) referred to as Long COVID, that disrupt day-to-day activities. Madonna’s Model System of Care for Patients Post-COVID-19 aims to manage the complex rehabilitation consequences of COVID-19 that individuals may experience across their lifespan. The work is harnessing Madonna’s exceptional clinical, technology, and research resources and bridging those with external partnerships to help individuals who have experienced COVID-19 have the best shot at living a life worth living. Work conducted under the auspices of Madonna’s Model System of Care is expected to guide best practices for assessment, treatment, and management of patients who have rehabilitation needs following COVID-19 and provide critical information to guide understanding of recovery patterns, treatment and costs, and rehabilitation outcomes following COVID-19. The purpose of this presentation is to provide an overview of Madonna’s Model System of Care for Patients Post-COVID-19 including the clinical, research, and community awareness facets of the work. Opportunities for collaboration will also be discussed.

OBJECTIVES:

- Describe benefits of a model system of rehabilitation care for patients Post-COVID-19.
- Explore opportunities for statewide healthcare collaboration to enhance function, fitness, and psychosocial wellbeing of individuals Post-COVID-19.

Session O | 1:30 P.M. – 2:30 P.M.

ALPHABET SOUP: A HOSPITAL-CENTRIC, COMPREHENSIVE APPROACH TO MULTI-AGENCY REGULATORY COMPLIANCE
BEAU BUMP & JASON YUNG TUM WITH CLINE WILLIAMS
WRIGHT JOHNSON & OLDFATHER

CDC, CMS & OSHA, for starters – hospitals are subject to regulatory oversight by many agencies, based on a patchwork of constantly-changing statutes and regulations. But compliance with each set of regulations does not occur in a vacuum. Rather, successful compliance strategies acknowledge the overlap and tension among the different regulatory layers and players, with all of the regulatory acronyms mixed into an alphabet soup. This presentation will focus on hospital-centric strategies for checking the several boxes of regulatory compliance, while keeping hospital operations and patient care the focus and mission.

OBJECTIVES:

- Acquire hospital-centric strategies to maintain compliance across the patchwork of government regulators.
- Examine practical, real-world guidance on how to continually comply with shifting regulatory sands.
- Model how to address and resolve areas of tension inherent in complying with multiple agencies’ requirements.



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- Hand surgery
- Hospitalists
- 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
- Spine
- Urology
- Wound care

Visiting specialty clinics:

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

Telehealth specialty clinics:

- Genetic counseling
- Pediatric/adolescent cardiology
- Pediatric genetics
- Neurology - multiple sclerosis
- Complex thyroid ultrasound clinic
- Hepatology

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NHA Programs | Friday

CLOSING KEYNOTE

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

BUILD A MOMENTUM MINDSET: HOW TO BE MORE ADAPTABLE, RESILIENT AND READY FOR WHAT’S NEXT IN A RAPIDLY CHANGING WORLD



SPONSORED BY:



KIM BECKING

Change, uncertainty and disruption are guaranteed – especially now. But growth and progress are not. How you deal with this ever-changing uncertain stressful world is completely up to you. You have a choice. You can stay stuck or develop a Momentum Mindset® so that you can become more adaptable, resilient and ready for what’s next.

Kim shares her own stories of adaptability and resilience in life and business with healthy doses of vulnerability, humor, and motivation and will share how to use resilience to not only navigate and cope during change and uncertainty but build a Momentum Mindset where you develop the adaptability and resilience muscles needed to push past limited thinking and use challenges, change and uncertainty as the fuel needed to propel you forward-stronger and better.

Leave this program equipped with the tools you need to transform your mindset to think differently, conquer change and challenges, reduce stress and overwhelm and create the everyday resilience required in this rapidly changing world to cultivate an adaptable and resilient mindset for you and those you lead no matter what.

OBJECTIVES:

- Demonstrate your ability to adapt to change, deal with the unexpected, develop greater flexibility, and become a champion of change, instead of a resister to change.
- Develop key techniques and simple mindset shifts to reduce stress and overwhelm and boost your resilience and those you lead during ongoing change and uncertainty.
- Plan approaches to choose a positive attitude, create more focus, and become more present, productive, engaged and connected as a leader during change and uncertainty.
- Integrate proven strategies to maximize your energy management during change and challenges.
- List strategies to maximize the power of self-awareness and emotional intelligence to manage and own the emotions that come with change, uncertainty and stress for you and those you lead.
- Plan how to inspire and build more resilient teams and organizations to amplify productivity, enhance performance, accelerate results and build momentum no matter what.

THE CARING KIND AWARDS LUNCHEON

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

For over 43 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 heath care employees who exemplify caring, compassion and service excellence by receiving the annual *The Caring Kind* Award.

The Nebraska Hospital Association’s member hospitals from across the state select one award recipient from within their respective institutions to be recognized at The Caring Kind Awards Luncheon, the grand finale of the NHA Annual Convention. Recipients of this prestigious award have gone above and beyond the call of duty to demonstrate compassion for patients, cooperation with co-workers and dedication to excellence in their job responsibilities.



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CONTACT:

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American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

WEDNESDAY, OCTOBER 19

9:30 A.M. - 4:00 P.M. | ACHE
RESILIENT LEADERSHIP: THE ROLE OF WELL-BEING IN INDIVIDUAL AND ORGANIZATIONAL PERFORMANCE

LAURIE BAEDKE, FACHE, FACMPE
6.0 Hours ACHE Face-to-Face Education Credit

Resilience is defined as the ability to recover from setbacks, adapt well to change, and keep going in the face of adversity. The demands of healthcare leadership and the prevalence of burnout in our industry are a compelling call to action for leaders to examine the research around resilience and well-being, and consider the habits and practices that can drive individual and organizational performance.

- OBJECTIVES:**
- Apply tools to increase their resilience, adaptability, and leadership response in times of stress, adversity, and change
 - Create an action plan to increase well-being and enhance resilience
 - Identify their personal purpose, and develop an action plan to deploy it in your day-to-day leadership

THURSDAY, OCTOBER 20

9:30 A.M. - 4:00 P.M. | ACHE
ACHE ANNUAL MEETING, NETWORKING BREAKFAST & EMBRACING A DIALOGUE ABOUT HEALTH EQUITY AND INTERSECTIONALITY PANEL PRESENTATION

1.5 Hours ACHE Qualified Education Credit

Join your local ACHE colleagues for breakfast and the annual meeting. This event is tailored to provide networking, chapter and national updates. As healthcare consumers become more demographically diverse, healthcare leaders seek to recruit and retain talent from diverse backgrounds and experiences. Gaining an understanding of intersectionality will equip leaders to build and retain team members across differences and in ways that establish common ground and cultivate inclusive cultures of belonging. The concept of intersectionality recognizes that everyone has multiple identities that intersect and influence how we view ourselves and interact with others. Learning how to effectively apply intersectionality principles will help organizations move beyond the one-dimensional aspects of traditional diversity, equity and inclusion (DEI) efforts. In the drive for health equity, healthcare leaders have acknowledged the need for fully inclusive equity that recognizes the intersectionality of race, ethnicity, sexual orientation, and other dimensions of identity. Efforts to improve representation in the senior ranks of healthcare management must include healthcare professionals from all backgrounds and experiences. When intersectionality considerations are incorporated into health equity strategies, organizations can reap tangible, proven benefits including better talent recruitment and retention, stronger DEI outcomes, improved organizational performance to include better patient outcomes and satisfaction.

5:00 P.M. - 7:00 P.M. | ACHE
ACHE OF NEBRASKA & WESTERN IOWA NETWORKING RECEPTION
HAIL VARSITY CLUB, 12744 WESTPORT PKWY, SUITE 1A, LAVISTA

Join your local ACHE colleagues for an opportunity to catch up and network while attending the conference in LaVista. Hail Varsity is located on the same Southport Campus of the conference center.

Healthcare Financial Management Association (HFMA)

WEDNESDAY, OCTOBER 19

8:30 A.M. - 9:30 A.M. | HFMA
NHA OPENING KEYNOTE
BEN HAMMERSLEY

10:00 A.M. - 10:45 A.M. | HFMA
BETTER PATIENT EXPERIENCE AND HEALTHIER BOTTOM LINE

JOHN FISTNER AND ERIC CAPUANO WITH ABLE PAY HEATH

Collecting patients’ post-insurance responsibility is challenging enough. Unfortunately, the situation is only getting worse with increasing out-of-pocket responsibilities coupled with the rising cost of most consumer goods.

It’s not a secret that when patients struggle to pay, providers struggle to collect. As a result, costs go up, and revenues go down. AblePay Health is the next generation of patient financial engagement programs. AblePay was not founded by a bank or tech company but by health system executives that recognized that there is a better way to increase revenues for providers while improving the patient experience.

- OBJECTIVES:**
- Dramatically increase your collection percentage on patient out-of-pocket costs through an innovative, highly effective, and yet surprisingly simple approach
 - Receive a guaranteed, risk-free payment from AblePay within two weeks of when a patient/member is billed.
 - Easily implement the program by adding AblePay as a secondary payor while maintaining all current processes and vendors
 - Significantly improve patient satisfaction with the overall billing experience and decrease the cost of healthcare for your patients (all patients automatically accepted into the program).

11:00 A.M. - 11:45 A.M. | HFMA
HR BEST PRACTICES FOR EMPLOYEE RETENTION & ENGAGEMENT

PANEL - CLARESSA MILLSAP WITH PATHWAY, NANCY BRACK WITH SYRACUSE AREA HEALTH, KATIE BEACH WITH NEBRASKA MEDICINE

In this session, you will learn from other organizations what HR Practices should be focused on to retain & engage staff members. Individuals will share how employee engagement is key to decreasing turnover. Individuals will also talk about the challenges organizations are seeing for recruiting.

- OBJECTIVES:**
- Discuss actions to consider and to avoid for employee engagement
 - Identify approaches for the focus on employee retention
 - Identify ways to continue preparing for the great resignation

1:30 P.M. - 2:15 P.M. | HFMA
WHY PHYSICIAN ADVISORS ARE CRITICAL TO REVENUE CYCLE

DR. JENY MCNAIR, PRESIDENT PHYSICIAN ADVISOR ON-CALL
Session description and objectives to come.

Allied Health Care Organization Programs

2:30 P.M. - 3:15 P.M. | HFMA
PATIENT ASSISTANCE: A \$30B REVENUE CYCLE OPPORTUNITY

CHRIS HARTIGAN
Patients face nearly \$400B in out-of-pocket costs annually, and many vulnerable patients consider forgoing treatment that they cannot afford. Hospitals and health systems are particularly challenged balancing reimbursement for high-cost specialty therapies while compassionately serving communities. Fortunately, philanthropic medical financial aid programs offer \$30B in annual funding through patient assistance and health equity programs. Join this session to learn best practices from case studies to optimize programs across department stakeholders, processes, and technology to achieve the best patient outcomes and financial results.

THURSDAY, OCTOBER 20

8:30 A.M. - 9:30 A.M. | HFMA
NHA KEYNOTE
RON HETRICK

10:00 A.M. - 10:45 A.M. | HFMA
KEY PERFORMANCE INDICATORS & MEASUREMENTS IN REVENUE CYCLE

PANEL - CHANCE KLASEK WITH JEFFERSON COMMUNITY HEATH & LIFE, TIM SCHNACK WITH CHI, SHELLY CASSIDY WITH RURAL MED, RACHEL DALLMAN WITH PHELPS MEMORIAL, KIM HADDUCK WITH JEFFERSON COMMUNITY HEALTH & LIFE

This session will feature experts from several healthcare organizations. RCM leaders will share how they have leveraged technology and persevered through changes within Key Performance Indicators. Best practices, challenges, and real world applicable solutions to maximize revenue and reduce re-work.

- OBJECTIVES:**
- Identify the ways your peers are interpreting Key Performance Indicators
 - Describe how technology can be applied to create efficiencies
 - Identify approaches for change management and process improvement for your RCM

11:00 A.M. - 11:45 A.M. | HFMA
TRANSITION TIPS FOR NEW MANAGERS
JOHN KASZUBA

Are you a new manager/supervisor, or about to become one? Moving into a position of leadership and authority is one of the most difficult career transitions to make. Only four out of ten people successfully make the transition. Numerous challenges are ahead. Your responsibilities are greater, co-worker relationships are changing, as is the organization's expectations of you. There are many books available describing effective and successful leaders, but few address the challenges of learning to lead for the first-time manager. This session offers sound advice and proven strategies to begin your transitioning with grace and competence from staff to leadership.

1:00 P.M. - 2:30 P.M. | HFMA
IMPROVING MEDICARE WAGE INDEX
MATT ORITZ AND ANDY WALLA WITH FORVIS

Wage index is a vital component to the hospital's overall Medicare reimbursement, and it's critical that PPS hospitals have data that is accurate and complete in order to receive the proper Medicare and Medicaid reimbursement. An education session related to wage index may be right for you and your team and would provide insight into the issues and opportunities related to the Medicare wage index; equip participants with key benchmarks at the national and local level; provide insight into the federal fiscal year (FFY) 2023 trends, and provide information on any changes applicable to FFY 2024 and beyond.

3:00 P.M. - 4:30 P.M. | HFMA
STATE ISSUES FORUM

FRIDAY, OCTOBER 21

8:30 A.M. - 9:30 A.M. | HR
NHA KEYNOTE
KIM BECKING

9:45 A.M. - 10:30 A.M. | HR
NHA ANNUAL BUSINESS MEETING
Open to NHA member hospital staff only

10:45 A.M. - 11:45 A.M. | HR
REVENUE CYCLE OPEN DIALOGUE
Open to NHA member hospital staff only

12:00 P.M. - 1:30 P.M. | HR
CARING KIND AWARDS LUNCHEON



Allied Health Care Organization Programs (Cont.)

Hospital Human Resource Professionals (HR)

WEDNESDAY, OCTOBER 19

8:30 A.M. - 9:30 A.M. | HR
NHA OPENING KEYNOTE
BEN HAMMERSLEY

10:00 A.M. - 10:45 A.M. | HR
WHERE DID ALL THE WORKERS GO? THE CURRENT LABOR SHORTAGE IN NEBRASKA.

DR. MITCH HERIAN WITH UNL BUREAU OF BUSINESS RESEARCH

This presentation will examine the current status of the workforce in healthcare industries and will examine changes in employee numbers within health-care occupations.

- OBJECTIVES:**
- Review employment figures in healthcare industries and occupations.
 - Outline strategies to manage the decreasing workforce in your organization.
 - Summarize insights into why workforce participation may have decreased in these industries and occupations

11:00 A.M. - 11:45 A.M. | HR
NEBRASKA NURSING WORKFORCE DATA: LET’S TALK ABOUT SOLUTIONS!

ANN OERTWICH RN, PHD, WITH NEBRASKA CENTER FOR NURSING

The session will review the latest numbers on supply and demand of RNs, LPNs, and APRNs statewide. In the spirit of promoting nurse retention, an interactive discussion with the audience will generate ideas, strategies and solutions to help organizations work to ease the pain of the staffing shortage.

- OBJECTIVES:**
- Identify the workforce staffing challenges specific to their area of the state
 - Discuss multi-faceted strategies and options to potentially apply to their own organizations
 - State one take home strategy to implement upon return to their work setting

1:30 P.M. - 2:15 P.M. | HR
NURSING RECRUITMENT & RETENTION – ARPA FUNDS

BRADLEY PIERCE WITH THE NE DEPT. OF LABOR
Under LB 1014e, the Nebraska Department of Labor was allocated \$10M in American Rescue Plan Act (ARPA) funds. The Department developed three unique programs, one of which is specific to the healthcare industry. The Nursing Recruitment and Retention Grant (NRRG) will award \$4M in premium-pay to eligible organizations that employ Registered Nurses, Licensed Practical Nurses, and Certified Nursing Assistants.

- OBJECTIVES:**
- Review eligibility criteria and the application process for the Nursing Recruitment and Retention Grant (NRRG) program.
 - Explain grant administration, reporting, and financial requirements and your role in these processes.
 - Outline a plan to apply for the Nursing Recruitment and Retention Grant (NRRG) program

2:30 P.M. - 3:15 P.M. | HR
RETIRE NOW? HOW? HELPING EMPLOYEES DETERMINE RETIREMENT PLANS IN THE MIDST OF THE CURRENT DOWNTURN OF THE MARKETS.

DEREK BAILEY AND KIM THOMAS WITH USI CONSULTING GROUP

In today's challenging environment, it is not uncommon for employees to question their ability to exit the workforce. We will take you through leading plan design options and real conversations we have with employees to help them understand their ability to retire on their terms.

- OBJECTIVES:**
- Compare your retirement plan to best in class plan designs
 - Assess the options that employees have as they near retirement.
 - Recognize the challenges we face in exiting the workforce.

THURSDAY, OCTOBER 20

8:30 A.M. - 9:30 A.M. | HR
NHA KEYNOTE
RON HETRICK

10:00 A.M. - 10:45 A.M. | HR
NAVIGATING A POLITICALLY CORRECT WORK ENVIRONMENT IN AN UNPOLITICALLY CORRECT WORLD.

SYDNEY HUSS WITH CLINE WILLIAMS

This presentation will discuss “politically-incorrect” statements made in the workplace and provide an overview of federal and state laws that may be implicated by such statements.

- OBJECTIVES:**
- Explain types of statements that may be deemed “politically incorrect.”
 - Review which federal and state laws may be impacted by “politically incorrect” statements.
 - Discuss consequences to an organization as a result of “politically incorrect” statements.

11:00 A.M. - 11:45 A.M. | HR
STRATEGIES TO MITIGATE BURNOUT – HR PROFESSIONALS SELF-CARE.

ROB DESIMON WITH GALLUP

Healthcare professionals are facing unprecedented levels of burnout. Understanding what it is and how to remedy it can help

- OBJECTIVES:**
- Explain types of statements that may be deemed “politically) Recognize causes of burnout.
 - Develop personal strategies and team strategies for combating burnout.
 - Develop strategies for improving resiliency.

1:30 P.M. - 2:30 P.M. | HR
THE LATEST TRENDS IN LABOR AND EMPLOYMENT LAW.
SCOTT S. MOORE WITH BAIRD HOLM LLP

This session explores the latest labor and employment law matters and guidance from the courts, agencies and the State.

- OBJECTIVES:**
- Identify key action items for labor and employment compliance
 - Explore the latest labor and employment law developments
 - Recommend options for implementation of changes based upon latest trends

Allied Health Care Organization Programs (Cont.)

FRIDAY, OCTOBER 21

8:30 A.M. - 9:30 A.M. | HR
NHA KEYNOTE
KIM BECKING

9:45 A.M. - 10:30 A.M. | HR
NHA ANNUAL BUSINESS MEETING
Open to NHA member hospital staff only

10:45 A.M. - 11:45 A.M. | HR
HR OPEN DIALOGUE SESSION
Open to NHA member hospital staff only

12:00 P.M. - 1:30 P.M. | HR
CARING KIND AWARDS LUNCHEON

Nebraska Society of Healthcare Engineers (NSHE)

THURSDAY, OCTOBER 20

9:30 A.M. - 10:00 A.M. | NSHE
NSHE UPDATE
President's message, ASHE Awards, ASHE Elections, NSHE Nominations for board positions, Region 8 update

10:00 A.M. - 10:45 A.M. | NSHE
EMOTIONAL INTELLIGENCE IN TODAY’S WORKPLACE
MARTHA BRYAN WITH BRYAN AND BRYAN ASSOCIATES

Effective managers and employees not only have a high degree of self-awareness. They also know how to use their self-awareness to help get the job done and improve the quality of their relationships. They have Emotional Intelligence (EI). They have enhanced emotional awareness and self-management. Their skills help them identify emotions, understanding emotions, and managing emotions in self and others. This program covers theory, knowledge, and practical skills needed to apply emotional intelligence to specific situations to gain success with others.

- OBJECTIVES:**
- Describe the concepts of emotional intelligence and how it relates to successful job performance
 - Understand the connection between emotions and workplace conflict and stress
 - Enhance emotional self-awareness and self-management skills -- identifying emotions, understanding emotions, and managing emotions in self and others
 - Monitor and adapt their own emotions and behaviors for the benefit of them and others

11:00 A.M. - 11:45 A.M. | NSHE
CONFLICT AND CONFRONTATION FOR MANAGERS
MARTHA BRYAN WITH BRYAN AND BRYAN ASSOCIATES

Conflict is an inevitable part of daily lives, and it is the results of our highly complex and competitive society. Each of us has our own needs and wants as well as or own ideas and opinions about how to deal with our differences. How we do that will determine the quality of our lives. If not dealt with appropriately, conflict can wreak havoc on productivity, morale, motivation, and team effectiveness. This program will help managers identify the root cause of the conflict as well as how to develop action plans for resolution. It will also give managers the facilitation tools for helping employees and teams turn conflict into mutual trust and productive outcomes.

- OBJECTIVES:**
- Identify the major causes, stages, and costs of interpersonal conflict
 - Demonstrate an understanding of how communication patterns, style, attitudes, and values contribute to organization and employee conflict.
 - Identify and demonstrate alternative ways to facilitate and manage workplace conflicts.
 - Develop guiding principles, diagnosis issues, facilitate resolution, and implementation of conflict resolution action plans.

12:00 P.M. - 1:30 P.M. | NSHE
TRADE SHOW & LUNCH

1:30 P.M. - 2:00 P.M. | NSHE
NEBRASKA BOARD OF ARCHITECTS AND ENGINEERS INTRODUCTORY

AMY HABE WITH THE STATE OF NEBRASKA

This session will help increase compliance with the E&A Act and protect public welfare.

2:00 P.M. - 3:00 P.M. | NSHE
HIGH TECH REHABILITATIVE LIVING SPACES RESTORING INDEPENDENT LIVING

ANNA CALGAARD, PHYSICAL THERAPIST, SCOTT MEYERS, CHIEF TECHNOLOGY OFFICER, COLEE MAASS, DESIGN TEAM, NICOLE MALONE, AOI/DIRTT, AND BRAD JUNGMAN, MODERATOR

QLI of Omaha continues its mission of delivering life-changing rehabilitative testing transformative technology in their new smart-apartments. The use of voice-activated, app-controlled, and automated features supports independent living and serves as therapeutic tools used to contribute to learning and recovery. The apartments are among the first to administer modular wall and casework systems, allowing flexibility and adaptivity for different patients’ needs. A highly collaborative process with essential input from physical and occupational therapists, technology experts, modular wall vendors, and architects bolstered a detailed design for recovery and independent living. This team of experts will present the collaborative process of embracing current technologies and funding limitations to meet the rehabilitative needs of patients today while also preparing for future technologies. Details of functional technology and building components to best meet the accessibility needs of patients will be reviewed. The panel includes a Physical Therapist, Chief Technology Officer, Modular Specialist, Architect, and Contractors who all collaborated to create this state-of-the-art rehab living space.

- OBJECTIVES:**
- Review the steps and process of a one-of-a-kind idea into a reality through collaboration of a wide range of knowledge.

Allied Health Care Organization Programs (Cont.)

- Identify specific technology and modular systems applications used to create a therapeutic and independent living environment and set the stage for implementation of future technologies.
- Lessons learned and review of applicable processes and technology for other healthcare settings.

3:00 P.M. - 4:30 P.M. | NSHE
ADDITIONAL CEU PRESENTATION

4:30 P.M. - 5:30 P.M. | NSHE
TRADE SHOW SOCIAL

Nebraska Healthcare Marketers (NHM)

WEDNESDAY, OCTOBER 19

1:30 P.M. - 1:45 P.M. | NHM
INTRODUCTION & WELCOMES

1:45 P.M. - 2:45 P.M. | NHM
MARKETING ISN’T WHAT YOU DO, IT’S WHO YOU ARE

SHAUNA GRAHAM, ENTREPRENEUR & GALLUP CERTIFIED STRENGTHS COACH, PAST PRESIDENT FOR NHM

Marketing isn’t what you do, it’s quite literally who you are. We often hear all the negative aspects of social media, but you will learn how Shauna was able to use social media to quite literally change the trajectory of her life. From senior leader in healthcare to advocate and boutique owner, she will share how her life has changed because of how she regularly shares information with her community and the world! Join us for this fun networking presentation to click off day one of NHM!

3:00 P.M. - 4:00 P.M. | NHM
PERSONAS: SEE HOW HOSPITALS AND HEALTHCARE PROVIDERS ARE USING FIRST-PARTY AND THIRD-PARTY DATA TO REFINE THEIR APPROACH TO A FRACTURED AND DISTRACTED MARKET

MARK J. MCDOWEL WITH HEALTH BRIGHT MARKETING

Healthcare consumers have more choices than ever. Hospital marketing budgets are being squeezed to historic lows. And the marketing landscape - with an unprecedented array of new digital and social media tactics - has become fractured and confusing. So how do healthcare marketers keep pace? This session will highlight case studies that show how focusing on data healthcare organizations already collect (first-party data), and combining it with hundreds of proprietary databases (third-party data) can unlock insights that inform a more streamlined and effective approach to the market. An approach that minimizes marketing spill, maximizes efficiency, and ultimately increases measurable returns on investment.

THURSDAY, OCTOBER 20

8:30 A.M. - 9:30 A.M. | NHM
NHA KEYNOTE
RON HETRICK

10:00 A.M. - 11:00 A.M. | NHM
STORYTELLING STRATEGIES THAT INCREASE REVENUE

LACY JUNGMAN WITH ONEDAY

Storytelling has been a part of human existence since the beginning of

time. For generations, we have relied on stories to share information, evoke emotion and create connections. Data and statistics appeal to the logical side of our brain when making decisions, but healthcare is an emotion-based journey that often requires a more personalized approach. The art of storytelling can both touch the heart of prospects and create loyal, repeat customers. The same is true for associate recruitment and retention strategies. The good news is that our organizations are full of heartfelt stories waiting to be told. Creating a culture of storytelling involves a strategic approach to identifying opportunities, understanding the correct medium for each and developing specific measurable.

11:00 A.M. - 12:00 P.M. | NHM
INTELLECTUAL PROPERTY LAW 101 FOR MARKETERS

GRAY DERRICK WITH BAIRD HOLM LLP

Whether you are new to healthcare marketing or are an experienced veteran, this session will give you down-to-earth information you will need to market your brands and services, and protect your company. This session will cover important principles of intellectual property law, including the basics of trademark and copyright, and how to best utilize these forms of intellectual property

12:00 P.M. - 1:30 P.M. | NHM
TRADE SHOW & LUNCH WITH NHA

1:30 P.M. - 2:30 P.M. | NHM
THE IMPORTANCE OF PERSONAL BRANDING: FINDING POWER THROUGH CONNECTING PERSONALLY AND PROFESSIONALLY

KARISA MALCHOW WITH CLIENT SERVICES OBI CREATIVE

This presentation revolves around the importance of your personal brand and how it relates to your professional success. We will go through uncovering how to determine your personal values, clearly defining future objectives and how to best portray yourself as who you want to authentically show up as..Hospital Human Resource Professionals (HR)

3:00 P.M. - 4:30 P.M. | NHM
ALIGNING MARKETING STRATEGY TO ORGANIZATIONAL GOALS

SAMUEL DINZEY WITH AGENCY 877

If you wish to market with me, define your terms. - French Philosopher Voltaire if he was a marketer. At the crux of most organizational marketing problems, lies the simple issue of not understanding who is being marketed to, where they are, or even what success means in a campaign or quarter of marketing performance. During our talk we'll discuss the importance of choosing and tracking metrics that align with organizational goals, defining audiences, and the value of internal reporting.

4:30 P.M. - 5:30 P.M. | NHM
TRADE SHOW & SPONSOR SOCIAL WITH NHA

6:00 P.M. - 8:00 P.M. | NHM
NHM SOCIAL

BEYOND GOLF BAR & KITCHEN,. 12040 MCDERMOTT PLZ #330, LAVISTA

Free appetizers & Golf for NHM Members

Allied Health Care Organization Programs (Cont.)

FRIDAY, OCTOBER 21

8:30 A.M. - 9:30 A.M. | NHM
NHA KEYNOTE

KIM BECKING

9:45 A.M. - 10:30 A.M. | NHM
SHSMD OVERVIEW

NHM BOARD

Society for Healthcare Strategy and Market Development (SHSMD) is the nation’s largest membership organization for health care strategy professionals. Learn key resources Nebraska marketers use from their SHSMD membership and some of the main takeaways you can use now from the 2022 SHSMD Conference.

10:30 A.M. - 11:30 A.M. | NHM
NHM BUSINESS MEETING

NHM BOARD

The NHM business meeting will cover topics of interest over the past year including a treasurers report and plan next year’s goals and activities. Board elections are held and the recipient of the Bright Idea award is announced.

Nebraska Society for Social Work Leaders in Healthcare (NSSWLHC)

THURSDAY, OCTOBER 20

8:30 A.M. - 4:30 P.M. | NSSWLHC

FRIDAY, OCTOBER 21

8:00 A.M. - 11:30 A.M. | NSSWLHC

Join fellow social work healthcare leaders for networking and education on challenging topics such as transitions of care, PASRR updates, Medicaid expansion, health care disparities, and much more!

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Friend Community Healthcare System	Merrick Medical Center
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Jefferson Community Health & Life	Nebraska Medicine



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JEREMY NORDQUIST, PRESIDENT OF THE NEBRASKA HOSPITAL ASSOCIATION, TALKS WITH MEMBER HOSPITALS AND OTHER HEALTH CARE LEADERS ON THE CHALLENGES FACED BY HOSPITALS AND HEALTH SYSTEMS IN NEBRASKA



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NHA Presenter Biographies



BEN HAMMERSLEY
PRINCIPAL, HAMMERSLEY FUTURES INC.
The Great Reassessment: What the Covid-19 Crisis will mean for the World now and in the future

Ben is a journalist, technologist and strategic foresight consultant originally from England. He has reported for The Times, the Guardian, the BBC World News, BBC Radio, and was Executive Editor of WIRED magazine in the UK. He coined the term “podcast” back in 2004, presented a cybercrimes TV series and has authored and co-authored books on technology and journalism. Ben is the Founder and Principal of Hammersley Futures, an International strategic insight agency. Ben serves as a Board Member of the European Policy Institute in Brussels, and Project Trust, Isle of Coll in Scotland. He is a pilot, licensed EMT and Wilderness Medic, a triathlete, photographer, and disaster response volunteer, among other pursuits.



RON HETRICK
SENIOR LABOR ECONOMIST AND VICE PRESIDENT OF STAFFING STRATEGY, LIGHTCAST
The Demographic Drought: Bridging the Gap in our Labor Force

Finding Solutions to the Labor Shortage

Ron Hetrick brings nearly 30 years of labor force economic experience to Lightcast. In his current role as Director of Staffing Product and Data, Ron oversees the development of staffing specific data products as well as listening to customer’s needs and writing and speaking on labor issues affecting Lightcast clients.

Prior to working for Lightcast, Ron had a 20-year career with Allegis Group overseeing market analytics and data science teams developing data analytic products as well as consulting with customers on issues related to contingent rate card development and site selection and local market economic analysis. He also provided economic analysis for the long-term strategic growth of the Allegis Group family of companies. Hetrick was also an economist for eight years with the Bureau of Labor Statistics in Washington D.C. His last role was as a supervisory economist overseeing the monthly employment estimates and acted as the primary media liaison for manufacturing employment for the division. Quoted by NBC, CNN, USA Public Radio, The Wall Street Journal, and numerous other news agencies, Hetrick provided analysis for Alan Greenspan, The Council of Economic Advisors and Congress. Ron also published three articles on labor trends in the Monthly Labor Review and continues to publish white papers on sector hiring trends, labor economic dynamics and contingent rate card development and rate philosophies.



KIM BECKING, J.D.
PRESIDENT AND CEO OF MOMENTUM MOTIVATION, LLC
Build a Momentum Mindset: How To Be More Adaptable, Resilient and Ready for What’s Next in a Rapidly Changing World

Kim Becking is a keynote speaker, change and leadership expert and award-winning author who helps others conquer change, boost resilience, accelerate success and achieve more in their business, life and relationships no matter what life throws at them. She recently launched her Momentum series of business success tip books focusing on change, resilience, leadership and communications. Ms. Becking is an attorney, serial entrepreneur running two successful businesses for over two decades, communications strategist and political consultant. She has worked with Fortune 500 companies, associations, state and local governments and non-profit organizations. She is the Owner of Momentum Motivation, LLC. Kim has been featured in national media such as People, SELF, The New York Times, USA Today, Good Morning America, and Lifetime Television for her expertise on resilience and thriving in the midst of change.

She is a member of the National Speakers Association, the International Association of Business Communicators, the Association of Talent Development and holds a Certificate of Public Participation from the International Association of Public Participation. She is also on the board and serving as President of the Greater Missouri Leadership Challenge.

NHA Presenter Biographies (Cont.)



ANDY HALE, MPA
VICE PRESIDENT OF ADVOCACY
NEBRASKA HOSPITAL ASSOCIATION
The Nebraska Legislature and Current healthcare issues

Andy brings a unique experience of having worked in the executive, legislative, and judicial branches of federal government. He has over 20 years of experience in public policy and government relations. He currently serves as Vice President of Advocacy for the Nebraska Hospital Association where he is responsible for federal and state related policy issues that impact Nebraska hospitals and health systems.

Andy previously worked for U.S. Congressman Brad Ashford where he specialized in healthcare policy and veterans’ affairs. He also worked as legislative aide in the Nebraska Legislature’s 8th Legislative District.

Andy holds a Master’s in Public Administration from Grand Valley State University and has a bachelor’s degree from the University of Nebraska at Omaha.



DAVID SLATTERY
DIRECTOR OF ADVOCACY
NEBRASKA HOSPITAL ASSOCIATION
The Nebraska Legislature and Current healthcare issues

David has served as the Director of Advocacy for the Nebraska Hospital Association since January 2018. Prior to working for the NHA, David worked for over five years at the Nebraska Unicameral as the Legislative Aide to Senators Mark Kolterman of Seward and Colby Coash of Lincoln. In addition to some private sector work, David worked on the Mike Johanns for U.S. Senate campaign in 2008 and spent four years working as a Bill Clerk for the Clerk of the U.S. House of Representatives in Washington, D.C.



MARTIE ROSS, J.D.
PYA, P.C.
Post-PHE Telehealth & Virtual Services Navigating the No Surprises Act

Following a successful two-decade career as a healthcare transactional and regulatory attorney, Martie now serves as a trusted advisor to providers navigating the ever-expanding maze of healthcare regulations. Her deep and wide understanding of value-based payment and delivery models is an invaluable resource for providers seeking to strategically position their organizations for the future. Martie has made hundreds of presentations to professional and community organizations on a broad range of industry topics.



JERRY V. WALKER, III, PH.D., ABPP, MSCP, CMPE
PSYCHOLOGY SERVICES MANAGER,
NEBRASKA MEDICINE
Challenges of Behavioral Health for First Responders and Healthcare Providers

Dr. Jerry Walker is a licensed, board-certified counseling psychologist who serves as the Psychology Services Manager for Nebraska Medicine, overseeing the Psychology Department, the Chronic Pain Management Program, integrated primary care behavioral health operations, the organization’s peer support program, and Region 7 disaster behavioral health planning.

Dr. Walker received his undergraduate training from the University of Texas and his PhD in Counseling Psychology & Human Systems from Florida State University. He then served 8 years as a psychologist in the United States Air Force, holding multiple leadership positions in both clinical and operational psychology. His final position with the Air Force involved human factors risk assessment and performance enhancement of military intelligence personnel supporting special operations missions around the world.

Dr. Walker moved to Nebraska in 2019 to be closer to family. In addition to his roles at Nebraska Medicine, Dr. Walker is active in various committees and as a board member with the Nebraska Psychological Association, has completed a Postdoctoral Master’s degree in Clinical Psychopharmacology, has been recognized as a Certified Medical Practice Executive by MGMA, and has served as the sports psychologist for Union Omaha for the past 2 seasons. His areas of expertise include trauma and resilience, disaster behavioral health, organizational psychology, and LGBTQ issues.



BRENT BARNACLE
DIVISIONAL VICE PRESIDENT, BUSINESS DEVELOPMENT, JACKSON PHYSICIAN SEARCH
Going Country: How to Highlight the Advantages of Practicing Medicine in Rural Communities

For the past six years, Brent Barnacle has led Jackson Physician Search’s Upper-Midwest Division. Before joining JPS, he worked extensively in organizational business development and training, spanning nearly 20 countries. Brent applies this experience to build win-win strategic partnerships with Hospital and Physician Group administrators who need to recruit physicians and advanced practice providers. He also consults on healthcare market trends, speaks at local and regional industry events, and is known as a well-respected, trusted advisor. Brent was born and raised in Stillwater, Minnesota and maintains a strong focus on rural physician recruitment. He understands the importance of recruiting for cultural fit, which leads to long-term retention for clients.

NHA Presenter Biographies (Cont.)



SUSAN SAPP, J.D.
PARTNER/ATTORNEY, CLINE WILLIAMS
WRIGHT JOHNSON & OLDFATHER
*Gender Identity & Sexual Orientation:
Important Topics for Healthcare Providers*

Susan has a general civil trial practice which includes labor and employment issues, medical and legal malpractice defense and insurance defense. She represents school districts, hospitals, doctors, employers and insurance companies in all aspects of legal representation. She also handles all aspects of adoption proceedings and was the legislative drafter for LB 712 (1995), LB1014 (1998), LB 247 (2007), LB 908 (2014) and LB 744 (2016) adoption legislation. In addition, Susan serves as mediator in personal injury and employment cases.



MERIDITH DILLON
EXECUTIVE DIRECTOR, FRONT PORCH
INVESTMENTS, OMAHA COMMUNITY
FOUNDATION
Housing is Healthcare

Meridith has a passion for place-making and works to promote community development through public policy, advocacy, and community engagement. She has a robustly diverse background that includes developing and implementing programming in nonprofit and governmental organizations, such as the University of Nebraska Omaha, Keep Omaha Beautiful, and the City of Omaha Planning Department in Housing and Community Development. Prior to leading Front Porch Investments, Meridith served as a Program Associate in Community Development Initiatives at The Sherwood Foundation for three years, where she focused on affordable housing, transit, and neighborhood development. During her tenures at the City and The Sherwood Foundation, she worked towards addressing equitable access to opportunity and completed the first Regional Assessment of Fair Housing for the Omaha-Council Bluffs municipal area, as well as helped to implement the Housing Affordability assessment released in Spring of 2021 for the Greater Omaha Metropolitan Area.



NAOMI HATTAWAY
DIRECTOR OF COMMUNICATIONS AND
COMMUNITY INITIATIVES, FRONT PORCH
INVESTMENTS, OMAHA COMMUNITY
FOUNDATION
Housing is Healthcare

Naomi is passionate about community building, diversity, and accessibility in online and physical spaces, and is equally driven by a vision of adequate affordable housing so folks can thrive, not just survive, in the places they call home. She is the founder of I Am A Triangle, an international social network, and 8th & Home Relocation, a nation-wide network matching families on the move with Realtors. Naomi previously served in executive leadership at Habitat for Humanity of Omaha, and consulted with nonprofits and organizations on inclusive program design, mutual aid and housing solutions. In addition to recently leading the COVID-19 eviction prevention and rental assistance program, and the 2020-2021 Winter Plan non-congregate shelter efforts in Omaha, Naomi is a licensed Realtor, and recently ran for Omaha City Council in West Omaha.



TESS HOUSER
AWARDS ADMINISTRATOR, FRONT PORCH
INVESTMENTS, OMAHA COMMUNITY
FOUNDATION
Housing is Healthcare

Tess Houser is passionate about community progress and believes in the power of authentic relationships and resource sharing to bring about lasting change. Committed to the advocacy of access, equity, and community voice, Tess seeks to be a resource to others, connecting them with opportunities to advance their missions and celebrate their work, both personally and professionally. Before joining Front Porch Investments, Tess served in grant program management and foundation administration at the Omaha Community Foundation, development at Bemis Center for Contemporary Arts, and other various roles in the nonprofit and arts sectors. Tess holds a Bachelor of Arts in Studio Arts and a minor in art history from the University of Nebraska Omaha, is a graduate of the Rising Leaders Institute, and has volunteered for the Nebraska Arts Council and Omaha Community Foundation as a grants reviewer.

NHA Presenter Biographies (Cont.)



EVA ROBERTS, MBA
DIRECTOR OF POLICY & STRATEGY, FRONT
PORCH INVESTMENTS, OMAHA COMMUNITY
FOUNDATION
Housing is Healthcare

Eva Roberts is passionate about creating opportunities for children, families and communities to thrive. She is committed to the power of upstream systems change and partnerships to achieve lasting impact. She has broad experience in government and the social sector and recently completed an MBA with a focus on strategy, partnership, and organizational effectiveness. Eva began her career in Arizona Governor Janet Napolitano's Office for Children, Youth and Families, then led program development for multiple child-serving nonprofits in Phoenix before moving to Omaha in 2013 to join the Buffett Early Childhood Fund. As Director of Strategic Initiatives, she managed the foundation's strategic planning and implementation, led a grant portfolio designed to accelerate innovation and partnership, and served on national funders' alliances working to transform the early learning and child welfare systems. She is a Court Appointed Special Advocate (CASA), a graduate of Leadership Omaha, and a member of the Leadership Omaha Curriculum Committee.



DR. JOSETTE GORDON-SIMET, MBA
CHIEF MEDICAL OFFICER, BLUE CROSS BLUE
SHIELD OF NEBRASKA
*An Innovative Approach to Diabetes
Management*

Dr. Gordon-Simet leads BCBSNE's clinical initiatives, including strategic oversight of the company's medical policies and medical review processes, as well as population health management and equity strategies. Dr. Gordon-Simet earned her medical degree from Temple University's Lewis Katz School of Medicine and is board-certified in family medicine. In addition, she is a graduate of the University of Nebraska at Omaha's Executive MBA program and holds a master's degree in strategic finance from Bellevue University. Prior to her new role as CMO, Dr. Gordon-Simet was senior medical director at BCBSNE. Previously, she was chief medical officer and vice president of medical affairs for Think Whole Person Healthcare, where she directed all strategic growth, business development and clinical enhancement programs. She has also been a medical director and practicing physician with CHI Health in Omaha. Dr. Gordon-Simet is a board member of Building Healthy Futures, a nonprofit organization focused on improving access to quality health care for under served children in the Omaha metro area. She is also a member of the American Academy of Family Physicians and the Nebraska Academy of Family Physicians.



CHRIS CARLSON-DENNEL, MBA, CPC
GENERAL MANAGER, AUREUS GROUP
*The 4 Ps of Positive Leadership – Strong
Cultures Attract and Retain Top Talent*

Chris is an experienced executive in the staffing industry. She has developed operational analyses, implemented programs/ compensation plans, and has assisted hundreds of firms in streamlining processes and upgrading the competencies of their workforce. Finding innovative ways to generate new business, isolate top talent, and build teams is her passion. She has designed and executed many successful strategic marketing / recruiting plans and promotions. Chris began her career at Aureus Group in 1994 and currently serves as the General Manager. In addition, Chris is a Certified Professional Consultant and has an Executive Master of Business Administration from the University of Nebraska at Omaha.




ERIN SCHNEIDER, MSW
ASSOCIATE DIRECTOR OF EXTERNAL
RELATIONS. UNIVERSITY OF NEBRASKA
MEDICAL CENTER
*ARPA Behavioral Health Workforce Awards:
What they are and how to apply*

Erin Schneider joined BHECN in June of 2020 and is the Associate Director of External Relations. Erin works with behavioral health stakeholders across the state to develop programming and policy solutions to recruit, train, and retain Nebraska's behavioral health workforce. Erin has 15 years of experience in social work, behavioral health, and program development and evaluation. She received a bachelor of science degree in Psychology from Drake University, and a master's degree in Social Work from the University of Kansas.


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Presenter Biographies (Cont.)



JENNIFER MOFFETT
AFSP NEB. CHAPTER CHAIR
Project 2025 and Suicide Prevention in Healthcare

Jenn Moffet is currently a Senior Program Manager for Customer Success Platform Engagement for the product organization at PayPal Inc. She has worked for PayPal for 18 years. She also serves and facilitates mental health training on the ‘Mind Yourself’ mental health committee for PayPal. For the past 2 years she has also served on the PayPal Community Impact team, which oversees site level employee volunteer involvement and giving for PayPal Omaha. Jennifer graduated from Creighton University in 2016 with a BS in Nonprofit Leadership and is a member of the Alpha Sigma Nu Jesuit Honor Society. She joined the Nebraska Chapter and board of the American Foundation for Suicide Prevention in 2012. In 2018 she was elected chair. During her tenure on the Executive Committee, she has set their focus on growth and expansion across the state. Jennifer loves to inspire and grow new leaders in suicide prevention and help them find their own unique passion for this work. In 2018, she was selected as a champion for AFSP’s Project 2025 for the AFSP Central Division and the Nebraska Chapter. In 2020 she was nominated and elected to serve on the AFSP National Leadership Council.



SHERI DAWSON, RN
DIRECTOR OF BEHAVIORAL HEALTH,
NEBRASKA DEPARTMENT OF HEALTH AND
HUMAN SERVICES
Project 2025 and Suicide Prevention in Healthcare

Sheri Dawson, R.N., is the Director of the Division of Behavioral Health at the Nebraska Department of Health and Human Services. Sheri is a graduate of Nebraska Wesleyan University with a Bachelor of Science in Health Science and also holds an R.N. Diploma from the Bryan School of Nursing, where she graduated with distinction. After joining DHHS in 1988 as Associate Director of Nursing at the Lincoln Regional Center, Sheri spent seven years as Nurse Manager of the Child and Adolescent Mental Health Services and Chairperson of the Child and Adult Advocacy Team at Lincoln General Hospital (now Bryan West.) Sheri rejoined DHHS in 2001 as Nurse Surveyor and in 2006 became a Program Specialist for the Division of Behavioral Health. She also served as Managed Care and QI Administrator and Deputy Director of Administrator Community Services before being named to her present role by Governor Pete Ricketts in 2015. Sheri currently serves as President on the Board of the National Association of State Mental Health Program Directors (NASMHPD), and is also the Region VII Representative to the National Association of State Alcohol and Drug Abuse Directors (NASADAD) Board of Directors.

Presenter Biographies (Cont.)



JUDITH M. BURNFIELD, PHD, PT
DIRECTOR, INSTITUTE FOR REHABILITATION
SCIENCE AND ENGINEERING , MADONNA
REHABILITATION HOSPITALS
Madonna Model Systems of Rehabilitation Care for Patients Post -Covid-19

Judith M. Burnfield, PhD, PT, is a nationally recognized physical rehabilitation clinician, researcher and scholar. Dr. Burnfield is Director of the Institute for Rehabilitation Science and Engineering, Director of the Movement and Neurosciences Center and the Clifton Chair in Physical Therapy and Movement Sciences at Madonna Rehabilitation Hospitals. She holds faculty appointments in the clinical sciences and engineering at multiple universities. Dr. Burnfield earned her physical therapy degree from the State University of New York at Buffalo, her Ph.D. in Biokinesiology from the University of Southern California, and completed her post-doctoral training at the Pathokinesiology Laboratory at Rancho Los Amigos National Rehabilitation Center. Dr. Burnfield has over 65 peer-reviewed manuscript publications and numerous book chapters in areas relevant to the promotion of functional independence, cardiorespiratory fitness, and long-term health and wellbeing of individuals with physical disabilities and chronic conditions. She co-authored the book, Gait Analysis: Normal and Pathological Function, used in many physical therapy, orthotics, prosthetics, and physical medicine and rehabilitation programs. She has served as PI and Co-PI for grants funded by NIDILRR, NIH, and NSF. Her federally funded research and development work has created patented technologies and treatment approaches used worldwide in rehabilitation, fitness, and home settings. She currently serves as an advisor for a multi-center study funded by the National Association of Long Term Hospitals (NALTH) examining rehabilitation outcomes following Post-COVID-19 care in long term acute care hospitals. She also serves as Project Director for Madonna Rehabilitation Hospitals Model System of Rehabilitation Care for Patients Post-COVID-19.



BEAU BUMP, J.D.
PARTNER/ATTORNEY, CLINE WILLIAMS WRIGHT
JOHNSON & OLDFATHER
Alphabet Soup: A Hospital-centric, Comprehensive Approach to Multi-Agency Regulatory Compliance

Beau counsels clients in complex commercial disputes across a wide array of industries, including construction, heavy equipment, health care, oil and gas, and insurance. He litigates cases before state and federal trial and appellate courts, and advocates for clients to administrative agencies and in arbitrations. Beau also advises companies on workplace safety, including in the context of MSHA and OSHA investigations. His practice includes assisting alcohol production companies with federal and state licensure, regulatory compliance, and in litigated disputes.



RYAN KNIGHT, PT DPT
PT, DPT, MADONNA REHABILITATION
HOSPITALS
Madonna Model Systems of Rehabilitation Care for Patients Post -Covid-19

Ryan Knight, PT, DPT, is a clinician and serves as the Post-COVID Program Manager at Madonna Rehabilitation Hospital in Omaha NE with 14 years of experience. Ryan has also served as the Stroke Program Leader at the Madonna Rehab Hospital Omaha campus. Professional responsibilities include clinical practice, program development, quality control and improvement, mentorship/teaching, maintaining CARF accreditation standards, implementing evidence-based practices as recommended by national professional organizations. Ryan has been working both formally and informally with researching groups to implement relevant knowledge and tools within his organization to improve the value of service being provided and improve the patient experience and outcomes as a result. Ryan is co-chair of the ANPT’s ‘Moving Forward Knowledge Translation Task Force’. This group is also in charge of the ANPT’s national campaign known as ‘Evidence Elevates’. Ryan has presented several internal CEU courses at Madonna Rehab Hospital and recently on a national stage at CSM in 2022; Rethinking the Tools in the Toolbox? Evidence-Based Strategies to “Move Forward” in Neurological Rehabilitation.



JASON YUNGNUM, J.D.
PARTNER/ATTORNEY, CLINE WILLIAMS
WRIGHT JOHNSON & OLDFATHER
Alphabet Soup: A Hospital-centric, Comprehensive Approach to Multi-Agency Regulatory Compliance

Jason was formerly with Catholic Health Initiatives (CHI) and the Alegent Creighton Health System. His practice involves advising health care clients on a variety of issues, including the Federal fraud and abuse laws (the False Claims Act, the Anti-Kickback Statute, the Physician Self-Referral Law, the Exclusion Authorities, the Civil Monetary Penalties Law); mergers, acquisitions, and joint ventures and affiliations; hospital and physician employment, recruitment, and compensation plans; corporate governance; antitrust; medical staff-hospital relationships; medical staff bylaws, rules and regulations; hospital administrative policies; EMTALA and emergency department policies; patient consent; medical records and HIPAA; and record retention policies and programs. He also represents health care workers in state disciplinary proceedings.



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2022 Health Care Resource Displays

AMERICAN FOUNDATION FOR SUICIDE PREVENTION – NEBRASKA CHAPTER

The grassroots work of the AFSP focuses on eliminating the loss of life from suicide by delivering innovative prevention programs, educating the public about risk factors and warning signs, raising funds for suicide research and programs, and reaching out to those individuals who have lost someone to suicide. The Nebraska Chapter's mission is to Save Lives and Bring Hope to Nebraskans Affected by Suicide. Learn more at <https://afsp.org/chapter/Nebraska>.

THE BEHAVIORAL HEALTH EDUCATION CENTER OF NEBRASKA (BHECN)

BHECN was created in 2009 when the Nebraska Legislature passed LB 603 to address the statewide crisis in mental health access. Since then, BHECN has received two national awards and is considered a best practice for innovative programs to recruit and retain licensed mental health professionals in rural and urban communities. Housed at UNMC, BHECN has a unique partnership with all of the graduate behavioral health training programs in Nebraska and is dedicated to improving access to behavioral health care across the state. Founded in 2015 by a partnership between BHECN and the Nebraska Regional Behavioral Health Authorities Region V, NEBHjobs.com is a FREE resource connecting behavioral health employers and job seekers across Nebraska. Job seekers can view open behavioral health positions and post their resumes for volunteer, internships, full-time and part-time job opportunities. Employers can build an online profile and post an unlimited number of job openings. For more information about BHECN, visit www.unmc.edu/bhecn. For more information about NEBHjobs, visit www.nebhjobs.com.

GREAT PLAINS TELEHEALTH RESOURCE AND ASSISTANCE CENTER (GPTRAC)

The Great Plains Telehealth & Assistance Center (gpTRAC) helps healthcare providers develop and implement telehealth programs. We are housed within the Institute for Health Informatics at the University of Minnesota, and are funded by the Office for the Advancement of Telehealth, an agency within the Health Resources and Services Administration (HRSA). All of our services are free. Our mandate is to promote telehealth through training, technical assistance (consultation), and outreach activities. We do this by building telehealth awareness; providing and promoting telehealth education; providing individual consultation; and collecting, reviewing, and disseminating region-specific telehealth information.

HEALTHCARE QUALITY IMPROVEMENT PLATFORM (HQIP)

We work with organizations to improve patient and health outcomes. One of our programs is a learning network for Lung Cancer Screening, since nearly 90% of eligible patients are never screened for one of the most deadly forms of cancer! Working with Nebraska hospitals and health districts, we have become aware that Radon exposure may be a source of potentially high lung cancer incidence in areas with relatively low smoking prevalence. We are looking for facilities that have an active lung cancer screening program to be a part of a pilot to screen patients with high Radon exposure.

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, postsecondary, and collegiate students. Nebraska HOSA had 38 chapters and 1,012 members in the 2021-2022 school year and looks forward to another year of growth. HOSA holds conferences across the state, including the latest conference at the University of Nebraska – Omaha in March, where students can compete to qualify for international competition, attend breakout sessions and tours hosted by healthcare professionals, and visit expo booths.

NEBRASKA ACADEMY OF PHYSICIAN ASSISTANTS (NAPA)

The Nebraska Academy of Physician Assistants is the state professional organization representing PAs across the state. A constituent chapter of the national organization known as the American Academy of PAs, NAPA serves as a resource to Nebraska PAs, provides continuing medical education, strengthens public relations to the profession, advocates for quality patient care, and monitors legislation; taking action on legislative issues affecting health care and patient welfare.

NEBRASKA ASSOCIATION OF NURSE ANESTHETISTS (NANA)

The Nebraska Association of Nurse Anesthetists is the professional association representing over 500 Certified Registered Nurse Anesthetists (CRNAs) and student registered nurse anesthetists in Nebraska. CRNAs are advanced practice registered nurses who collaborate with surgeons, obstetricians, dentists, and other qualified healthcare professionals to deliver safe, high-quality, and cost-effective anesthesia care to patients in virtually every healthcare setting. Nebraska CRNAs practice independently without physician supervision and are the primary providers of anesthesia care in rural areas. Managed-care plans recognize CRNAs for providing high-quality anesthesia care with reduced expense to patients and insurance companies.

NEBRASKA COALITION FOR PATIENT SAFETY (NCPS)

The Nebraska Coalition for Patient Safety (NCPS) is a federally listed Patient Safety Organization (PSO) with the Agency for Healthcare Research and Quality (AHRQ). Formed in 2006, through the efforts of the Nebraska Hospital Association, Nebraska Medical Association, Nebraska Academy of Physician Assistants, Nebraska Pharmacists Association, and Nebraska Nurses Association, NCPS exists to improve patient safety and health care quality. NCPS creates a secure and protected environment for health care providers to report information about adverse events and hazards so system improvements can be made to achieve safer, more reliable care. Safety culture developmen

Cont.

t NEBRASKA COMMISSION FOR THE DEAF & HARD OF HEARING

As a proactive and reactive state agency, the Commission strives to enhance collaboration by creating support, cooperation, and understanding to achieve fairness and equality in all aspects of the mainstream for all Deaf, Deaf-Blind, and Hard of Hearing Nebraskans. The Nebraska Commission for the Deaf and Hard of Hearing provides services to the deaf and hard of hearing communities across the state, as well as providing education and information for stakeholders. To learn more, visit <https://ncdhh.Nebraska.gov/>.

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OVERVIEW


NHA Services, Inc. is a for-profit subsidiary of the Nebraska Hospital Association (NHA). Designed to reduce health care expenses, NHA Services is collaboration among the NHA, NHA member hospitals and other Nebraska health care organizations and providers. The NHA Services successful volume aggregation model is key to achieving best value for all members.


The products and services provided by the preferred business partners generate value-added benefits for members and offer ways for hospitals, health care organizations and health care providers to minimize costs, recover revenue, improve operational efficiencies, improve management and quality, increase productivity, develop staff resources and apply new strategies.


Using “NHA Services Preferred Business Partner” provides direct financial support to all NHA programs. The more we share, the more we succeed.


Jon Borton, MS
Vice President, NHA Services, Inc.
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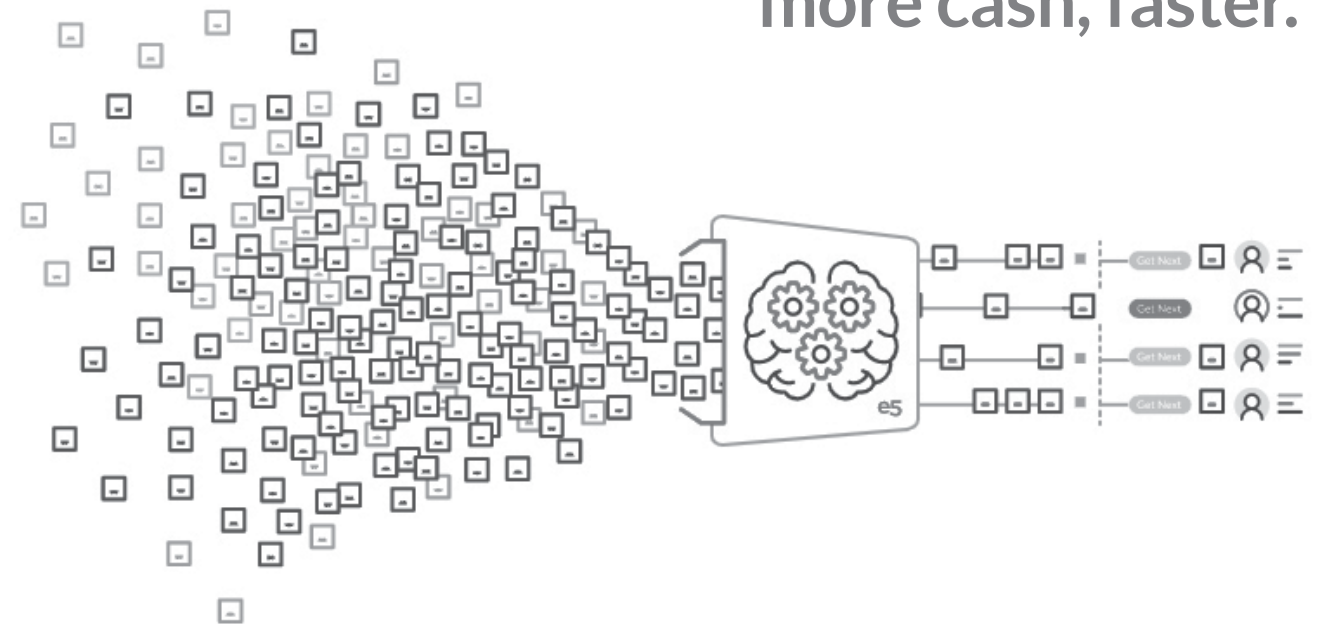
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