

SPRING FORUM

NHA Nebraska
Hospital
Association

May 24-26, 2017

Younes Conference Center
416 Talmadge Road
Kearney, NE

Featuring keynote speakers:



Thursday's Keynote

Daniel Sinnott

Develops and mentors leaders with a values-based leadership style that leads organizations through significant cultural change, resulting in substantial gains in quality, financial and satisfaction results.



Friday's Keynote

Morgan Wright

Internationally-recognized expert on cybersecurity strategy, cyberterrorism, identity theft and privacy. His landmark testimony changed how the government collects personally identifiable information.

AXIS
Medical Education

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

NHA Nebraska
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The influential voice of Nebraska's hospitals



WEDNESDAY, MAY 24

NHA-HFMA Golf Tournament & Award Reception

The NHA-HFMA Annual Golf Tournament is a fun way to kick off the Spring Forum (formerly Mid-Year Meeting). Enjoy the beautiful Kearney Country Club and the camaraderie of health care professionals, affiliate members and members of the Healthcare Financial Management Association (HFMA) Nebraska Chapter. Registration begins at 11:00 a.m. with shotgun start at 11:45 a.m. After the tournament, relax during the post-tournament awards reception at the clubhouse.

Golfers will be provided two drink tickets while on the course and a cash bar will be available during the awards reception. The registration fee includes 18 holes of golf, cart, box lunch and participation in the awards reception.

Join us after the tournament for the awards reception sponsored by Kiewit Building Group. The NHA will award the first place trophy and gift certificates to the winning teams. Door prizes and hole prizes will also be awarded.



Thank you golf tournament sponsors!

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SPRING FORUM AGENDA

THURSDAY, MAY 25

8:00 – 8:30 a.m.

Registration & continental breakfast

8:30 – 10:00 a.m.

Keynote session

New Times, New Directions: Strategies for Trustees in the Era of Healthcare Reform

Daniel Sinnott

10:00 – 10:30 a.m.

Sponsor break (exhibits open)

10:30 a.m. – 12:00 p.m.

Breakout sessions 1-3 (*Sessions 2 & 3 with HFMA)

Session 1: Who Ya Gonna Call? What Do You Do When a Government Agency Comes Knocking? And They Will.

* **Session 2:** The Opioid Stewardship Quality Improvement Workshop

* **Session 3:** Telemedicine: Credentialing, Payment, Contracting and Staffing

HR session 1

Employment Law Update: Diagnosis of 2016's Biggest Headaches and Prescriptions for 2017 and Beyond!

12:00 – 1:00 p.m.

Networking Lunch (exhibits open)

1:00 – 2:30 p.m.

Breakout sessions 4-6 (*Sessions 5 & 6 with HFMA)

Session 4: How Does Nebraska's Drug Prescription Monitoring Program Enhance Patient Safety?

* **Session 5:** Strategies For Improving Operations, Reimbursement and Financial Performance

* **Session 6:** A Panel Discussion on Legislative Issues Affecting Nebraska Hospitals

HR session 2

Hot Topics in Benefits and Compensation for 2017

2:30 – 3:00 p.m.

Sponsor break (exhibits open)

3:00 – 4:30 p.m.

Open dialogue sessions

- NHA CEO session (hospital employees only)
- HR session
- HFMA session

4:30 – 6:00 p.m.

Reception (exhibits open)

FRIDAY, MAY 26

8:00 – 8:30 a.m.

Registration & continental breakfast

8:30 – 10:00 a.m.

Keynote session

Your Business is Big Business to Hackers, Scammers & Thieves

Morgan Wright

10:00 – 10:15 a.m.

Refreshment break

10:15 – 11:45 a.m.

ACHE face-to-face education panel discussion

Employing Social Media to Build Customer Satisfaction and Community Outreach

10:15 – 11:45 a.m.

Breakout session 7

Session 7: Medicare Update

HFMA session

What's Ahead for Health Care

HR session 3

The Americans with Disabilities Act: Recent Developments in Reasonable Accommodation

11:45 a.m.

Adjourn

KEYNOTE SESSION: 8:30 – 10:00 a.m.



New Times, New Directions: Strategies for Trustees in the Era of Healthcare Reform

Daniel Sinnott, CEO, Sinnott Executive Consulting

During this highly interactive presentation, participants will explore the four main responsibilities for every board member: 1) strategic oversight, 2) overall governance, 3) enterprise risk and 4) CEO and leadership development.

In this session, participants will also:

- Identify how the role of the trustee will change within each of these four areas of responsibilities.
- Highlight new trustee skills needed to help guide the organization.
- Develop under each area of responsibility a “To Do List” that you can take back and share with the rest of your respective board members and CEOs.

Dan Sinnott brings 30 years of diverse leadership experience to his role as CEO of Sinnott Executive Consulting. With a values-based leadership style, he has successfully led organizations through significant cultural change, resulting in substantial gains in quality, financial and satisfaction results. One of his greatest competencies is to develop and mentor leaders—five colleagues who benefited from his coaching have gone on to become hospital chief executive officers.

Mr. Sinnott has proven strategic, financial and operational leadership skills in traditional and matrix organizations within single hospital, academic medical center and multi-hospital systems. In 2006, he launched Sinnott Executive Consulting with the sole purpose of developing strong, ethical leaders. The unique model of Sinnott Executive Consulting is focused on developing both an executive’s leadership and business skills. Mr. Sinnott works with executives from both profit and nonprofit organizations, with a special emphasis on developing the leadership and business skills of first time executives. Prior to starting his own firm, Dan Sinnott served as executive director/chief executive officer of Temple University Hospital, Philadelphia. He was responsible for the strategic and operational performance for a two-campus 667-bed tertiary care facility with \$615 million in net revenue and 3,500 employees.

Sponsored by:



Insurance & Risk Management

Sponsor break & exhibits open: 10:00 – 10:30 a.m.

10:30 a.m. – 12:00 p.m.

BREAKOUT SESSIONS 1-3

Session 1: Who Ya Gonna Call? What Do You Do When a Government Agency Comes Knocking? And They Will.

Speaker: Jason R. Yungtum, JD - Cline Williams Wright Johnson & Oldfather, L.L.P.

This isn’t Ghostbusters, but it’s just about as frightening. Although it’s not an everyday occurrence and small hospitals and CAHs rarely feel they are targets, the federal government has made it abundantly clear that no one is immune from investigation. When government agents arrive and knock at the door, they show up unannounced, with badges and guns, and with a lot of pointed questions. And once the proverbial “nose is under the tent,” nothing is off limits. This session will focus on some of the hot button issues that are currently in the government’s crosshairs, but more importantly how to react and respond when agents do arrive at your door.

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THURSDAY, MAY 25

Session 2: The Opioid Stewardship Quality Improvement Workshop

Speaker: Brian Isetts, PhD, BCPS, FAPhA; Professor, Department of Pharmaceutical Care & Health Systems - University of Minnesota College of Pharmacy



This all-teach, all-learn workshop session will utilize a community-based systems approach for generating new strategies to address the serious public health challenge of opioid use. Deaths from drug overdose have risen steadily over the past two decades and have become the leading cause of injury death in the United States. Prescription drugs, especially opioid analgesics, have increasingly been implicated in drug overdose deaths. More Americans are now dying from drug overdoses than from traffic accidents and gun violence. The U.S. Department of Health and Human Services has made addressing the opioid abuse problem a high priority and is committed to accelerating its work toward two broad goals: 1) decreasing opioid overdoses and overall overdose mortality, and 2) decreasing the prevalence of opioid use disorder. This session will discuss the vital role for communities in opioid abuse prevention, identify meaningful outcome strategies for clinicians, recognize adverse drug event prevention and drug safety evidence, and identify meaningful priorities to combat opioid-related morbidity.

Session 3: Telemedicine, Credentialing, Payment, Contracting and Staffing

Speaker: Barbara Person, JD - Baird Holm LLP



Telemedicine is the perfect example of the law slowly responding to advances in technology. The Joint Commission and the CMS allow remote site hospitals to rely upon credentialing by the hospital providing telemedicine services. But there are practical issues that must be addressed, including compliance with state licensure laws. In addition, there is controversy on Medicare and other third party payer reimbursement for telemedicine services. We will discuss challenges with Emergency Department telemedicine, eICU, virtual visits, and psychiatric services. Finally, we will discuss CAHs' use of ED telemedicine and mid-level practitioners as it relates to EMTALA compliance. This session will review The Joint Commission and CMS standards for credentialing of telemedicine providers and the need for a credentialing agreement, examine the medical staff issues resulting from telemedicine providers not completing the remote site's application, release and agreement to abide by MS Bylaws, Rules and Regulations and hospital policies, review the current advice from CMS on Medicare reimbursement for telemedicine services, and contrast EMTALA requirements with the typical e-Emergency coverage arrangements.

HR SESSION 1

Employment Law Update: Diagnosis of 2016's Biggest Headaches and Prescriptions for 2017 and Beyond!

Speaker: Tara A. Stingley, JD - Cline Williams Wright Johnson & Oldfather, L.L.P.

2016 presented a host of employment law challenges for health care employers, including wage/hour requirements, worker classification issues, and equal opportunity obligations. And with a new Administration, there is some uncertainty regarding the legal hurdles that health care employers may face in 2017 and beyond. This presentation will provide an in-depth review of pertinent changes in employment law in 2016, discussion of trends and anticipated changes for 2017, and recommendations for implementing best practices in light of existing and anticipated legal changes.

Networking lunch & exhibits open: 12:00 – 1:00 p.m.

1:00 – 2:30 p.m.

BREAKOUT SESSIONS 4-6

Session 4: How Does Nebraska's Prescription Drug Monitoring Program Enhance Patient Safety?

Speaker: Kevin C. Borchert, PharmD, PDMP Program Director - Nebraska Health Information Initiative (NeHII)

Prescription Drug Monitoring Programs (PDMPs) have become valuable tools for health care providers to make better informed decisions with regard to patient treatment in order to help identify prescription drug misuse and abuse and to improve patient safety. The "perfect storm" of the opioid crisis, legislative changes, and federal funding have allowed PDMPs to develop and enhance. In 2011, Nebraska became the first state to integrate PDMP within the Health Information Exchange (HIE). Since then, several other states have followed Nebraska's lead and have integrated their PDMPs into their HIEs. With implemented state legislation, the Nebraska PDMP has undergone several enhancements to improve access, usability and functionality that provides information

THURSDAY, MAY 25

to the health care providers not previously available. The medication reconciliation process has proven challenging to obtain useful medication histories. The innovative approach of implementing a medication history within the HIE and PDMP will provide the authorized users an opportunity to have a more complete and robust medication history, and give those with access to this application a valuable tool for the medication reconciliation process.

Session 5: Strategies for Improving Operations, Reimbursement and Financial Performance



Speaker: Brian Bertsch, Principal - Eide Bailly LLP

The challenges are great and the resources seem to be dwindling. However, through it all, some rural hospitals continue to significantly outperform their counterparts. This session will discuss top strategies employed by the more successful providers to assist them in improving operations, reimbursement and financial performance. You will learn how to identify strategies to protect and improve patient volumes, explore strategies to improve operational efficiency and discuss strategies to improve net reimbursement for services.

Session 6: A Panel Discussion on Legislative Issues Affecting Nebraska Hospitals



Speaker: Andy Hale, Vice President, Advocacy - Nebraska Hospital Association

Learn outcomes from the past legislative session, what changes are taking place in the telehealth field, and how your organization can reduce workforce shortage. The panel will consist of CEOs and other hospital executives.

HR SESSION 2

Hot Topics in Benefits and Compensation for 2017

Speaker: Andie Gordman and Cara Kirsch - SilverStone Group

Benefits and compensation are some of the key ways for an organization to attract, motivate, reward and retain top talent while achieving company goals and objectives. Human resource professionals have been through a busy few years with legislative changes and updates requiring them and their staff to create new processes, work with new vendors and explain more complicated employee benefit terminology to employees. While the dust hasn't settled completely, there are new and innovative ideas available. During this session, we will discuss what HR professionals need to know when it comes to creating and maintaining compensation practices that align with an organization's mission and vision. This presentation will outline the process to build a compensation structure including creating a compensation philosophy, evaluating jobs, using market data, creating a base pay structure and communicating compensation information to managers and employees. We will also focus on hot topics in employee benefits and compensation areas in 2017.

Sponsor break & exhibits open: 2:30 – 3:00 p.m.

3:00 – 4:30 p.m.



NOTE: Open dialogue sessions are open to hospital staff only.

OPEN DIALOGUE SESSIONS:

Hospitals in Nebraska continue to be faced with complex and varied challenges. These moderated dialogue sessions will allow for open discussion on a variety of topics of interest to hospitals. Each group will have their own open dialogue sessions.



- Hospital CEOs
- HR Professionals
- HFMA members

Reception & exhibits open: 4:30 — 6:00 p.m.

Spring Forum participants are invited to an evening reception to relax, socialize, network and visit the sponsor exhibits. Appetizers and cash bar are available. Participants will receive two complimentary drink tickets.

KEYNOTE SESSION: 8:30 – 10:00 a.m.



Your Business is Big Business to Hackers, Scammers and Thieves

Morgan Wright, expert on cybersecurity strategy, cyberterrorism, identity theft and privacy

And a growing business it is. What makes the cost of a health care data breach per record twice the industry average? What are hackers targeting next? How is the threat evolving? Can anything be done about ransomware? Before it sounds too bleak, there is some good news. In this fast-paced presentation, learn how to dramatically reduce the cost of a data breach, how to beat hackers at their own game, and how to transfer risk back to the equipment makers. If you want to shift the balance of power, then you have to change how risk is measured, transferred and rewarded. This is all possible when you understand the new category of Networked Device Integrity and what it means to the future of health care.

Morgan Wright is an internationally-recognized expert on cybersecurity strategy, cyberterrorism, identity theft and privacy. His landmark testimony before Congress on Healthcare.gov changed how the government collected personally identifiable information. He has made hundreds of appearances on national news, radio, print and web, and has spoken to audiences around the world. Previously, Mr. Wright was a senior advisor in the U.S. State Department Antiterrorism Assistance Program and Senior Law Enforcement Advisor for the 2012 Republican National Convention. In addition to 18 years in state and local law enforcement, he has developed solutions in defense, justice and intelligence for the largest technology companies in the world.

A highly-seasoned interviewer and moderator, Mr. Wright has helped the largest companies in the world shape and change markets through effective, engaging interviews with senior executives and newsmakers in the complex world of cybersecurity and cyberterrorism. Whether it's moderating a product launch panel discussion with the world's most famous hacker or interviewing the CIO of the world's largest security company, Morgan Wright delivers with compelling questions and insight honed by 30 years of expertise. This includes over 400 appearances on national news shows where's he's been interviewed as well, by the best in the business. Discussions and interviews goals are always to inspire, inform and entertain with just the right amount of humor and wit.

Refreshment break: 10:00 – 10:15 a.m.

10:15 – 11:45 a.m.

ACHE FACE-TO-FACE EDUCATION PANEL DISCUSSION



Employing Social Media to Build Customer Satisfaction and Community Outreach

Moderator: Bradley D. Pfeifer, FACHE, Chief Executive Officer - West Holt Medical Services, Atkinson

Panelists:

Paul Baltes, Director of Communications - Nebraska Medicine, Omaha

Megan Charko, Program Manager, Pediatric Services - NRC Health, Lincoln

Fiona Libsack, Vice President of Marketing, Communication & Education - Great Plains Health, North Platte

Social media, such as Facebook, LinkedIn, Twitter and blogs, have opened new channels of communication between individuals in a meaningful and highly interactive way. Online communities allow organizations to hear directly from customers and vice versa. Health care organizations benefit from the use of social media platforms to reach beyond the physical setting in growing their communities. Social media tools enhance the customer experience by building communities of care, engendering patient support and education that extend beyond treatment within a facility. They also create new forums for staff to connect beyond face-to-face interaction, increasing satisfaction and belonging and providing new avenues for recruitment. In addition, social media offers new means to deliver news and events, new product roll outs and other initiatives that benefit the community at large. Discover the advantage of incorporating social media into your strategic plan to enhance patient satisfaction, grow your customer base and increase the visibility of your organization.

FRIDAY, MAY 26

10:15 – 11:45 a.m.

BREAKOUT SESSION

Session 7: Medicare Update

Speaker: Paul Baumert, CPA, HFMA - Lutz

This session will provide participants with a Medicare update. Topics will include best practices on completing the Medicare cost report, common Medicare billing and coding questions and solutions, and an update on current and upcoming Medicare regulations and compliance issues. At the end of this session, participants will be able to:

1. Understand and implement best practices related to the Medicare cost report.
2. Evaluate current Medicare billing and coding problems within their facility and learn how to correct them.
3. Assess current and future Medicare regulations and compliance topics, and learn how to prepare their facility.

HFMA SESSION

What's Ahead for Health Care

Speaker: Paul Muraca, Vice President, Member Engagement - American Hospital Association

Participants will gain an understanding of the Trump Administration's process to "repeal" and "replace" the Affordable Care Act. They will be able to learn how new legislative proposals will impact reimbursement to hospitals and other health care providers. The probability of changes to MACRA, MIPS and implementation of technology will also be discussed.

HR SESSION

Session 3: The Americans with Disabilities Act: Recent Developments in Reasonable Accommodation

Speaker: Sara McCue, Baird Holm LLP

The number of employees demanding accommodations is on the rise. While many requests are simple, many are quite complex, including emotional and mental disabilities. In this session, Sara McCue will share the most recent case law and the EEOC positions in the area of accommodations and strategies employers can implement to handle the new wave of ADA claims.

SPEAKER BIOGRAPHIES

Paul Baltes is the director of communication at Nebraska Medicine in Omaha. His responsibilities include overseeing public and media relations, social media and internal communications. In his nine years at the medical center, he oversaw communications during the Ebola response in 2014 and 15, and managed communications surrounding Nebraska Medicine's clinical integration, rebranding and name change. Prior to joining Nebraska Medicine, Mr. Baltes spent 13 years as a television journalist in Arizona, Indiana and Nebraska. He has a bachelor's degree from the University of Arizona and is currently working on an executive MBA through the University of Colorado – Denver.

Paul Baumert, CPA, HFMA, is health care shareholder at Lutz. He has substantial experience serving the health care and nonprofit industries and is a consulting partner in the Lutz Healthcare Practice Group. Mr. Baumert joined Lutz in 2011, bringing with him over 13 years of experience. He provides accounting and consulting services to health care and nonprofit clients. Mr. Baumert specializes in the areas of financial management support services and reimbursement analysis.

Brian Bertsch is a principal with Eide Bailly LLP. He has more than 12 years accounting experience providing audit and consulting services for hospitals, long-term care facilities and other health care entities. Prior to joining Eide Bailly, he worked with Blue Cross Blue Shield of South Dakota for two years as an auditor. Mr. Bertsch prepares and reviews Medicare, Medicaid and other third-party reimbursement reports for hospitals and nursing homes, and assists Critical Access Hospitals and Prospective Payment System (PPS) hospitals with reimbursement rules and regulations. He also provides support and training for chargemaster/cost report reviews, provider-based clinic analysis, strategic pricing analysis and financial feasibility studies.

SPEAKER BIOGRAPHIES

Kevin Borchert, PharmD, is the Prescription Drug Monitoring Program director for the Nebraska Healthcare Information Initiative (NeHII). He is responsible for the implementation of the Nebraska Prescription Drug Monitoring Program (PCMP). Prior to his current position, Dr. Borchert was the Pharmacy Informatics Coordinator at Nebraska Methodist Hospital for over 19 years. He has had experience in implementing and maintaining automated dispensing systems, barcode medication administration (BCMA), computerized provider order entry (CPOE), and most recently the first implementation of one of the largest EHR systems in the country with electronic prescribing of controlled substances (EPCS). He has served on the Nebraska Board of Pharmacy and several committees on the National Association of Boards of Pharmacy for 10 years, and currently is the pharmacist member on the Board of Health, serving as chair of the Rules and Regulations Committee. He has been involved with several Nebraska Pharmacist Association legislative initiatives, including co-chair of the NPA Legislative Committee to help pass LB37 and LB471.

Megan Charko is the program manager for pediatric services at NRC Health in Lincoln. As program manager, she collaborates with pediatric organizations across the country to coach leadership on best practices that support the organizational alignment of strategic initiatives with customer focused improvement efforts. She regularly works with all levels within the organization and helps to facilitate networking with peers to further drive outcome performance. Ms. Charko has extensive knowledge of the CMS CAHPS programs, value-based purchasing comparative reporting and consumerism. Recently she authored a nationally-released white paper focused on research around Millennials, social media and overcoming common organizational obstacles to attract what is now the largest generational cohort in the U.S. She also speaks at conferences on consumerism, ways to elevate patient care with human understanding and social media. Ms. Charko has a degree in communication from Nebraska Wesleyan University and a Master of Arts in Management with an emphasis in leadership from Doane University.

Andie Gordman, Senior Consultant, HR Consulting at SilverStone Group, specializes in helping clients and their organizations move forward by providing human resource strategy development and tactical execution. She provides support to clients through her expertise in human resource management, as well as compensation structure and analysis. She provides clients with practical advice on how to create a human resource function to support the mission and vision of an organization. Ms. Gordman's previous executive level roles allowed her to learn about the success factors of many industries.

Andy Hale, MPA, is Vice President of Advocacy at the Nebraska Hospital Association. He works closely with member hospitals and health system staff in various roles in crafting and implementing the Association's regulatory response to major state and federal public policy initiatives. Mr. Hale brings a unique experience of having worked in the executive, legislative and judicial branches of federal government. He has over 15 years of experience in public policy and government relations. He is responsible for federal and state related policy issues that impact Nebraska hospitals and health systems. Previously, he worked as a staffer for U.S. Congressman Brad Ashford and as legislative aide in the Nebraska Legislature for the Eighth Legislative District. Mr. Hale holds a master's degree in public administration from Grand Valley State University and a bachelor's degree in criminology and criminal justice from the University of Nebraska-Omaha. He currently serves on the Board of Directors for Nebraska CASA and Metro Catholic Teammates.

Brian Isetts, PhD, BCPS, FAPhA, is a professor in the Department of Pharmaceutical Care & Health Systems at the University of Minnesota College of Pharmacy. Dr. Isetts' field of expertise is in the scholarship of caring, specifically studying the outcomes of medication therapy management services provided in integrated, team-based care settings. Research interests focus on the exchange of electronic health information to redesign the nation's medication use system. Also served as co-investigator on a three-year National Library of Medicine HIT grant titled, "Semantic Relatedness for Active Medication Safety and Outcomes," and served as a Health Policy Fellow at the Centers for Medicare and Medicaid Innovations in Washington, D.C.

Cara A. Kirsch is Vice President of the Group division at SilverStone Group. She focuses on new business sales and building relationships with clients and prospects. Ms. Kirsch is a motivated and dynamic employee benefits professional offering 20 years of expertise in all facets of employee benefit management including sales, account management, business development, and project management. She makes a difference with clients because of her unique background in account management, sales and strategy. Specifically, she puts her clients' interests first and builds their trust by working tirelessly on their behalf. Her ability to create out of the box solutions brings value to her customers and is a demonstration of her commitment to drive innovation. Ms. Kirsch was recognized by the *Midlands Business Journal* with the 40 Under 40 Award in 2012. In early 2017, she was also featured in a special Women in Business issue of B2B Magazine. She is a board member of the Omaha Association of Health Underwriters and the Child Savings Institute and also does committee work for the Omaha Women's Fund.

SPEAKER BIOGRAPHIES

Fiona Libsack, FACHE, MPA, APR, is the vice president of marketing, communication and education for Great Plains Health in North Platte. As a seasoned health care executive with nearly 20 years of health care experience, Ms. Libsack assumed her role at Great Plains Health in 2012. She leads the marketing and public relations functions, corporate communications, volunteer and valet services and education development throughout the system. Ms. Libsack came to Great Plains Health from Fort Collins, Colorado, where she served as a marketing and public relations strategist for the University of Colorado Health. Prior to that, she was the community relations manager at Regional West Medical Center in Scottsbluff. Fiona Libsack earned a master's degree in public administration and a bachelor's degree in political science at the University of Wyoming. She is a fellow with the American College of Healthcare Executives, holds a national accreditation in public relations from the Public Relations Society of America and is a member of the Society for Healthcare Strategy and Market Development.

Sara A. McCue, JD, is an associate with Baird Holm LLP. Her practice focuses on employment, ADA and fair housing law. She represents and counsels housing providers, property management companies, educational institutions and the affordable housing industry. Ms. McCue received her Juris Doctor, with distinction from the University of Nebraska College of Law, where she was the Editor in Chief of the Nebraska Law Review. She graduated from the University of Nebraska-Lincoln with a Bachelor of Journalism in News-Editorial and Broadcasting degree with university honors and highest distinction.

Barbara E. Person, JD, is a partner with Baird Holm LLP, in Omaha. She primarily represents health care clients, concentrating on corporate compliance, Medicare and Medicaid reimbursement, Medicare fraud and abuse, EMTALA, physician practice and other health business acquisition, medical staff issues, tax exemption, practitioner licensure and sanctions, physician contracts, pharmacy and nonprofit corporations. Ms. Person served as law clerk to the Honorable William C. Hastings, Judge, Nebraska Supreme Court from 1985-1986. She served as a Board member (1993-1999) and as President (1997-1998) of the Nebraska Chapter of the Healthcare Financial Management Association. Since 2001, Barbara has been selected by her peers for inclusion in The Best Lawyers in America® in the field of Health Care Law and is included on the Chambers USA (© 2013) list. She is a frequent lecturer to many organizations, including the American Academy of Healthcare Attorneys, the Nebraska Hospital Association, the Iowa Hospital Association, the Healthcare Financial Management Association (Nebraska and Iowa Chapters), the Nebraska Mental Health Association, the Nebraska Association of Medical Staff Services and Nebraska Continuing Legal Education, Inc., on such topics as corporate compliance, EMTALA, privacy of protected health information, credentialing, and fraud and abuse.

Tara Stingley, JD, is an attorney with Cline Williams Wright Johnson & Oldfather, LLP. She specializes in employment law, advising large and small businesses in a variety of industries on compliance with federal, state, and local employment laws and regulations. Ms. Stingley assists clients in developing employment policies and provides guidance on best employment practices, employment/termination decisions, and avoiding employment litigation and claims. She advises clients on Title VII, the Americans with Disabilities Act (ADA), the Family and Medical Leave Act (FMLA), the Fair Labor Standards Act (FLSA), the Age Discrimination in Employment Act (ADEA), and other similar federal, state, and local laws and regulations. In the area of wage and hour laws, she assists clients in performing internal wage/hour audits to identify potential areas of exposure. Ms. Stingley also prepares and updates employment policies, employee handbooks, employment agreements, independent contractor agreements, restrictive covenant agreements (including non-compete, non-solicitation, non-disclosure/confidentiality, and non-diversion agreements), and separation agreements/releases for individual terminations and reductions-in-force. Additionally, she develops employee training materials and conducts training sessions on equal employment opportunity subjects and recent changes in employment law.

Jason R. Yungtum, JD, was formerly with Catholic Health Initiatives (CHI) and the Alegant 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. Mr. Yungtum also advises clients on a variety of employment and labor law issues, including employment contracts and severance agreements; wage/hour and unemployment issues; Title VII, the ADEA, the ADA and the FMLA. In addition, he has represented employers in discrimination and retaliation claims before the Omaha Human Rights and Relations Department, the Nebraska Equal Opportunity Commission, the Council Bluffs Civil Rights Commission, the Iowa Civil Rights Commission, the U.S. Equal Opportunity Employment Commission, and the U.S. Department of Labor/OSHA.

EDUCATION ADVISORY GROUP

NHA Education Advisory Group

The Education Advisory Group assists efforts to provide relevant and high-quality educational offerings for NHA member hospitals. They discuss the areas of greatest need for education of hospital staff and suggest methods the Association can use to assist hospitals in meeting those needs. The NHA 2017 Spring Forum educational programming was one of many selected by this group.

Advisory Group Members:

Kimberly R. Bentjen, PharmD, RP
Pharmacy Director
Providence Medical Center, Wayne

Michael Gell
Director, Human Resources
Boys Town National Research Hospital, Omaha

Shauna Graham, MBA, SPHR
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Chad Van Cleave
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Sean M. Wolfe, CPA, FHFMA
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GENERAL INFORMATION

Special needs

In accordance with the Americans with Disabilities Act, the Nebraska Hospital Association seeks to make this conference accessible to all. If you have a disability that may require special accommodations or have any dietary restrictions, please e-mail your needs to Heather Bullock at hbullock@nebraskahospitals.org or call (402) 742-8148.

Dress

Business casual dress is appropriate for all events. Please note that meeting room temperatures are often difficult to moderate, so dressing in layers is suggested.

Electronic devices

Attendees are asked to silence their electronic devices during all sessions as a courtesy to the presenters and other attendees.

Lodging information

For those needing overnight accommodations, there are group rates available as follows:

Comfort Inn (308) 236-3400 - \$97.95 + tax/per night

Fairfield Inn (308) 236-4200 - \$99.95 + tax/per night

Hampton Inn (308) 234-3400 - \$107.95 + tax/per night

Be sure to mention the Nebraska Hospital Association 2017 Spring Forum Conference to receive the discounted rates.

Speaker presentations

All session presentations and handouts will be posted on our online Download Center. Registrants will be sent the link prior to the event. (Please note: paper copies of these handouts will not be available on site at the event). The downloadable files will be posted approximately seven days prior to the event and will remain online for 14 business days following the event.

Conference cancellation policy

For cancellations or substitutions, contact Heather Bullock at (402) 742-8148 or email hbullock@nebraskahospitals.org. Cancellations must be received by May 19, 2017 to be given a full refund less a \$50 per person processing fee. No refunds will be given after May 19, 2017. Substitutions are acceptable.

Questions?

For questions about event content, contact Jennifer Rathman, director of communications, at (402) 742-8151 or e-mail jrathman@nebraskahospitals.org. For questions about registration or sponsorships, contact Heather Bullock, member services & events manager, at (402) 742-8148 or email hbullock@nebraskahospitals.org.

How to Register

The NHA-HFMA Golf Tournament (May 24) and the NHA 2017 Spring Forum (May 25-26) will be held in Kearney, Nebraska. **Registration deadline is May 19, 2017.**

To register, go to: nebraskahospitals.org/education/events/springforum.html

Prices

- NHA-HFMA Golf Tournament \$80 (includes 18 holes of golf, cart, box lunch and participation in awards reception.)
- NHA Spring Forum \$285 (all inclusive)
- Friday ACHE Panel Session \$20 for HHEG members/student members or \$25 for non-HHEG members

Program fees include all educational sessions, meals and refreshment breaks.

CONTINUING EDUCATION CREDIT



ACHE face-to-face education credit

This program has been developed and is presented locally by ACE of Nebraska and Western Iowa. This program has been approved for **1.5 hours** of ACE face-to-face education credit.



ACHE qualified education credit

The Nebraska Hospital Association Research & Educational Foundation is authorized to award **7.5 hours pre-approved ACE Qualified Education credits (non-ACE)** in total that is required for advancement or recertification in ACE. Participants wishing to have their continuing education hours applied toward credit should list their attendance when applying for ACE advancement or recertification.



National Association of Board of Examiners for Long-Term Care Administrators

This educational activity is designated for a maximum of **7.5 contact hours** from the Nebraska Office of Behavioral Health and Consumer Services/Nursing Home Administration.



Continuing education for nurses and nursing professionals

AXIS Medical Education designates this continuing nursing education activity for **7.5 contact hours**.

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











Trustee Education Certification Program























The NHA 2017 Spring Forum is a pre-approved trustee certification event worth **7.5 hours** that can be used toward obtaining trustee education certification for those enrolled in the program.

Refer to the list below for available credits:










Keynote Sessions

- New Times, New Directions: Strategies for Trustees in the Era of Healthcare Reform (1.5)    
- Your Business is Big Business to Hackers, Scammers and Thieves (1.5)    

Breakout Sessions

1. Who Ya Gonna Call? What Do You Do When a Government Agency Comes Knocking? (1.5)    
2. How Does Nebraska's Prescription Drug Monitoring Program Enhance Patient Safety? (1.5)   
3. Telemedicine: Credentialing, Payment, Contracting and Staffing (1.5)   
4. The Opioid Stewardship Quality Improvement Workshop (1.5)   
5. Strategies for Improving Operations, Reimbursement And Financial Performance (1.5)   
6. A Panel Discussion on Legislative Issues Affecting Nebraska Hospitals (1.5)  
7. Medicare Update (1.5)    

HR Sessions

1. Employment Law Update: Diagnosis of 2016's Biggest Headaches and Prescriptions for 2017 and Beyond (1.5)   
2. Hot Topics in Benefits and Compensation for 2017 (1.5)   
3. The Americans with Disabilities Act: Recent Developments in Reasonable Accommodation (1.5)   

ACHE Panel Discussion

- Employing Social Media to Build Customer Satisfaction and Community Outreach (1.5)  

CONTINUING EDUCATION CREDIT

Instructions on how to claim CEU credits

Requirements for Credit

- Attend/participate in the educational activity and review all course materials.
- **Complete the CE Attestation form online by 11:59 pm ET, June 30, 2017.** 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. The completion of the online evaluation form is appreciated. Your input is invaluable.
- Upon successful completion of the online form, your statement of completion will be available for you to print out.

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association Research & Educational Foundation. 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 health care team.

Credit designation for nursing

AXIS Medical Education designates this continuing nursing education activity for **7.5 contact hours**.

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

AXIS Contact Information

For information about the accreditation of this program please contact AXIS at 954-281-7524 or info@axismeded.org.

Nursing home administrators

This educational activity is designated for a maximum of **7.5 contact hours** from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

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 financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

Name of Faculty or Presenter	Reported Financial Relationship
Daniel Sinnott	Nothing to disclose
Morgan Wright	Nothing to disclose
Jason Yungtum	Nothing to disclose
Kevin Borcher	Nothing to disclose
Barbara Person	Nothing to disclose
Brian Isletts	Iowa Healthcare Collaborative, Community Care of North Carolina, Tabula Rasa Health Care, Community Pharmacy Foundation, University of Minnesota, Community Pharmacy Foundation, Tabula Rasa Health Care
Brian Bertsch	Principal at Eide Bailly LLP
Andy Hale	Nothing to disclose
Sara McCue	Nothing to disclose
Paul Muraca	Nothing to disclose
Paul Baumert	Nothing to disclose

CONTINUING EDUCATION CREDIT

The **planners and managers** reported the following financial relationships or relationships they or their spouse/life partner have with commercial interests related to the content of this continuing education activity:

Name of Planners/Managers/Reviewers	Reported Financial Relationship
Dee Morgillo, MEd., CHCP	Nothing to disclose
Holly M. Hampe, D.Sc., RN, MHA, MRM	Nothing to disclose
Laura J. Redoutey, FACHE	Nothing to disclose
Jon Borton, MS	Nothing to disclose
Kim Larson	Nothing to disclose
Heather Bullock	Nothing to disclose
Jennifer Rathman	Nothing to disclose
Kimberly Bentjen	Nothing to disclose
Michael Gell	Nothing to disclose
Sauna Graham	Nothing to disclose
Jessica Grote	Nothing to disclose
Jean Henes	Nothing to disclose
Louise Hoffmann	Nothing to disclose
Lalah Landers	Nothing to disclose
Lori Mazanec	Nothing to disclose
Susie Shupp	Nothing to disclose
Skanda Skandaverl	Nothing to disclose
Matt Snyder	Nothing to disclose
Pam Uhler	Nothing to disclose
Chad Van Cleave	Nothing to disclose
Nizar Wehbi	Nothing to disclose
Sean Wolfe	Nothing to disclose

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.

Save the Dates!

NHA 2017 Annual Convention
October 25-27, 2017

Embassy Suites Omaha-La Vista Hotel & Conference Center
La Vista, NE

CONTINUING EDUCATION CREDIT

Conference learning objectives

- Explain the four main responsibilities of every board member: strategic oversight, overall governance, enterprise risk and leadership development.
- Explore how the role of the trustee will change within each of the four main areas (strategic oversight, overall governance, enterprise risk and leadership development.)
- Outline on the hot button issues that are currently in the government's crosshairs and devise a plan on how to react and respond when agents arrive at your door.
- Demonstrate and defend how the innovative approach of implementing a medication history within the HIE and Prescription Drug Monitoring Program (PDMP) will provide the authorized users an opportunity to have a more complete and robust medication history, and give those with access to this application a valuable tool for the medication reconciliation process.
- Discuss the controversy on Medicare with third party payer reimbursement for telemedicine services, and also discuss the challenges with Emergency Department telemedicine, eICU, virtual visits and psychiatric services.
- Review The Joint Commission and CMS standards for credentialing of telemedicine providers and the need for a credentialing agreement, examine the medical staff issues resulting from telemedicine providers not completing the remote site's application, release and agreement to abide by MS Bylaws, Rules and Regulations and hospital policies; compare the current advice from CMS on Medicare reimbursement for telemedicine services, and contrast EMTALA requirements with the typical e-Emergency coverage arrangements.
- Conduct an in-depth review of pertinent changes in employment law in 2016, forecast trends and anticipated changes for 2017, and outline recommendations for implementing best practices in light of existing and anticipated legal changes.
- Define the vital role for communities in opioid abuse prevention, identify meaningful outcome strategies for clinicians, recognize adverse drug event prevention and drug safety evidence, and adopt meaningful priorities to combat opioid-related morbidity.
- Demonstrate top strategies employed by the more successful providers to assist them in improving operations, reimbursements and financial performance. Evaluate strategies to improve patient volumes, improve operational efficiency, and improve net reimbursement for services.
- Evaluate what human resources professionals need to know when it comes to creating and maintaining compensation practices that align with an organization's mission and vision.
- Outline a process to build a compensation structure, including creating a compensation philosophy, evaluating jobs, using market data, creating a base pay structure, and communicating compensation information with managers and employees.
- Construct a plan to dramatically reduce the cost of a data breach, beat hackers at their own game and transfer risk back to the equipment makers.
- Describe and defend how social media tools enhance the customer experience by building communities of care, engendering patient support and education that extend beyond treatment within a facility, and endorse the advantage of incorporating social media into your strategic plan to enhance patient satisfaction, grow your customer base and increase the visibility of your organization.
- Translate recent case law and the EEOC positions in the areas of accommodations and formulate strategies for employers to implement to handle the new wave of ADA claims.

KEYNOTE SPEAKERS



Wednesday Keynote | October 25

Marty Makary, MD

Surgeon and health care expert who focuses on common-sense reforms for healthcare and transparency of medical information.



Thursday Keynote | October 26

Regina Holliday

Patient advocate and artist known for painting a series of murals depicting the need for clarity and transparency in medical records.



Friday Keynote | October 27

Ben Nemtin

College student who inspired a movement that encourages individuals to realize their dreams and help others in the process.

Dr. Marty Makary is the *New York Times* best selling author of *Unaccountable*, a 2012 *Library Journal* "Book of the Year"—a book about how transparency is revolutionizing medicine and empowering patients. He is a leading healthcare expert and was the lead author of the original publications on the surgery checklist. He led the World Health Organization technical workgroup on developing metrics to measure surgical quality worldwide.

Dr. Makary is a gastrointestinal surgeon, researcher and associate professor of health policy and management at Johns Hopkins University. Dr. Makary is a medical commentator and speaks on a wide variety of current health topics. A dynamic public speaker, he received the "Best Teacher" award for Georgetown University Medical School. His current efforts focus on common-sense reforms for healthcare and transparency of medical information. He is the author of over 150 publications on medical quality and health policy.

Regina Holliday is a Maryland-based patient advocate and artist known for painting a series of murals depicting the need for clarity and transparency in medical records. This advocacy mission was inspired by her husband Frederick Allen Holliday II and his struggle to get appropriate care. Affected with kidney cancer, Fred suffered poor care coordination, a lack of access to data and a series of medical errors. As a result, he lost his battle. These institutional flaws spurred Holliday to try to improve care for her husband, as well as all patients who are abused this way. As a result, Fred's death inspired Holliday to use painting as a catalyst for change.

Her artwork became part of the national health care debate. Holliday has earned a platform to push for legislation that would provide electronic health care records to patients. The paintings help to convey the fact that the people wearing them are living, breathing examples of lapses in health care, as opposed to just a statistical number.

Like typical college students, Ben Nemtin and his friends, Dave Lingwood, Duncan Penn and Jonnie Penn craved more excitement than what their daily lives offered.

Unlike typical college students, the foursome committed to expanding outside of the monotony and to achieving to-dos on their list of "100 things to do before you die", including everything from riding a bull (#8) to hosting a cooking show (#42) to helping to deliver a baby (#74). Their quest also included helping a stranger with something on their list for every item the group accomplished. Nemtin and friends have inspired and helped people around the world to achieve their own goals.

What started out as a two-week journey to see how many items they could check off their list has become a popular TV show (checked #53 off the list), a #1 *New York Times* bestselling book (took care of #19), and an inspiring movement that encourages individuals to realize their dreams and help others in the process.



The Nebraska Hospital Association (NHA) is a statewide health care trade association representing Nebraska's hospitals and health systems. The NHA was organized in 1927 as a result of an informal meeting called by Miss Homer Harris, superintendent of Clarkson, to discuss pending legislation which affected hospitals in the state of Nebraska. At that meeting, the NHA founded and appointed its first board of directors. Rev. Emil G. Chinlund of Immanuel was named president; Miss Blanche Fuller of Methodist was named vice president; Miss Ida Isaacson of Evangelical Covenant was named secretary; and Miss Homer Harris was named treasurer.

Since that time, the NHA has been representing and supporting the needs of Nebraska's rural and urban hospitals and health systems. The NHA supports and encourages its members in developing various health care delivery systems geared toward improving the health and well-being of each community.

The NHA is governed by a 19-member board of directors that works closely with its membership to provide them with state and federal legislative advocacy, health care trend and regulatory information, educational programming, communication, data reports and special services. Members rely on the NHA for information, education, advice and collaborative leadership to advance Nebraska hospitals' ability to provide exceptional health care.

Hospitals are the stewards of good health. Through our partnerships with representatives in the health care industry, legislators, government and citizens, the NHA is able to assist in the development of strong, healthy communities. The NHA has been the guiding force of its members since 1927. The NHA serves as the influential voice of its members in the health care legislative and public policy arenas, promoting delivery of quality health care and influencing public opinion of hospitals and health networks. Members depend on the NHA for information, advice, education and changes in health care regulations, legislation, trends and other issues.

MISSION

The Nebraska Hospital Association is the influential and unified voice for the Nebraska's hospitals and health systems, providing leadership and resources to enhance the delivery of quality patient care and services to Nebraska communities.

VISION

By 2020, the Nebraska Hospital Association will have established partnerships with leaders and be the influential resource for improving Nebraska's health care infrastructure and policies.

VALUES

The Nebraska Hospital Association is committed to expertly serving members with integrity, transparency, accountability and financial stewardship.

STRATEGIC FRAMEWORK

The mission of the NHA is supported by a strategic framework comprised of four pillars: advocacy and policy, financial stewardship, strategic partnerships, and quality and safety. To expertly serve NHA members, each pillar is founded in the values of integrity, transparency and accountability. Collectively, this structure, built on a value-based foundation and prominently reinforced by the four pillars, support the NHA's mission of being the trusted leader to improve the health, well-being and quality of life of all Nebraskans.

Save the Dates!

NHA 2017 Annual Convention

October 25-27, 2017

Embassy Suites Omaha-La Vista Hotel & Conference Center
La Vista, NE



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