NHA Program Overview

Wednesday, October 16

7:00 A.M. – 5:00 P.M.
NHA Registration Desk Open

9:00 A.M. – 10:00 A.M.
Opening Keynote Session
A Drop in the Bucket

10:00 A.M. – 4:30 P.M.
NHA Leadership Institute Session

10:00 A.M. – 10:15 A.M.
Breakout Session 1
Recruiting and Retaining Foreign-Born Healthcare Providers

breakout session 2
Non-Solicitation and Non-Compete Law in Nebraska: Walking the Tightrope of Aggressive Restrictions and Enforceable Protections

breakout session 3
The Problem is Poverty

12:00 P.M. – 1:30 P.M.
Networking Lunch

12:00 P.M. – 1:30 P.M.
Women’s Leadership Luncheon

1:30 P.M. – 3:00 P.M.
Breakout Session 4
It’s Time for Your Annual Check-up: How Effective is Your IT?

breakout session 5
How to Avoid the Good Cop/Bad Cop Routine: Establishing HIPAA Compliant Collaborative Relationships with Law Enforcement

breakout session 6
Is Your Hospital’s Retirement Plan Sick?

3:00 P.M. – 3:15 P.M.
Break

3:15 P.M. – 4:45 P.M.
Breakout Session 7
Vendor Management Basics for Hospitals

breakout session 8
The Value of Real-Time Feedback: Insights from Early-Adopters

breakout session 9
Mo’ Money without Mo’ Problems: Compensating Physicians and Executives

5:30 P.M. – 8:00 P.M.
Awards Banquet
Reception begins at 5:30 p.m. Dinner at 6:00 p.m.

Thursday, October 17

6:30 A.M. – 5:00 P.M.
NHA Registration Desk Open

8:30 A.M. – 4:00 P.M.
Health Care Resource Displays Open

9:00 A.M. – 10:00 A.M.
Keynote Session
Life After Addiction

10:00 A.M. – 10:15 A.M.
Break

10:15 A.M. – 11:45 A.M.
Breakout Session 10
Mission Act: Nebraska Veterans Care in the Community

breakout session 11
Human Trafficking in Nebraska – Panel Discussion

11:30 A.M. – 1:00 P.M.
Trade Show & Lunch

1:00 P.M. – 2:30 P.M.
Trade Show & Lunch

1:00 P.M. – 2:30 P.M.
Breakout Session 12
Liability Issues for Advance Practice Clinicians and Those that Supervise Them

breakout session 13
Vital Signs for Team Communication: Avoiding Life-Support

2:30 P.M. – 2:45 P.M.
Break

Friday, October 18

7:00 A.M. – 1:00 P.M.
NHA Registration Desk Open

8:00 A.M. – 9:00 A.M.
Annual Business Meeting
(NHA member hospital staff only)

9:00 A.M. – 10:00 A.M.
Open Dialogue Sessions
- CEO open dialogue session
- HR open dialogue session

10:00 A.M. – 10:15 A.M.
Break

10:15 A.M. – 11:15 A.M.
Closing Keynote Session
Finding Your Voice in the Healthcare Maze

12:00 P.M. – 1:30 P.M.
The 40th Annual Caring Kind Awards Luncheon
Doors open at 11:30 a.m. with luncheon at noon

Sponsored by:

BKD
CPAs & Advisors

METHODIST

The Caring Kind
Sponsored by:
**Allied Health Organizations Program Overview**

**Wednesday, October 16**

**American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)**
9:00 A.M. – 4:00 P.M.
Health Systems as Stewards of Health: Socially Responsible & Strategic Collaboration

**Healthcare Financial Management Association Nebraska Chapter (HFMA)**
9:00 A.M. – 10:00 A.M.
NHA Opening Keynote Session
10:15 A.M. – 11:15 A.M.
The New HFMA Digital Experience
11:15 A.M. – 12:15 P.M.
HFMA Update: Strategies for Success in Today’s Marketplace
1:30 P.M. – 3:00 P.M.
Latest Developments in Medicare Provider Enrollment
3:15 P.M. – 4:00 P.M.
Medical Malpractice Risk Management
4:00 P.M. – 5:00 P.M.
PlaySmart Nebraska: Non-Profit Building Leaders Across the Middle Schools in Nebraska

**Nebraska Healthcare Marketers (NHM)**
1:30 P.M. – 3:00 P.M.
Welcome/Using Words to Reach People: How Content Marketing Strategy & Thoughtful Content Can Help People
3:15 P.M. – 4:45 P.M.
Parental Parallels: How Becoming a Father Made Me a Better Marketer

**Nebraska Hospital Human Resource Professionals (HR)**
9:00 A.M. – 10:00 A.M.
NHA Opening Keynote Session
10:15 A.M. – 11:45 A.M.
Allegations of Sexual Misconduct: Physicians in the Crosshairs of #MeToo
11:45 A.M. – 1:00 P.M.
Trade Show & Lunch

**Thursday, October 17**

**American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)**
7:00 A.M. – 8:30 A.M.
Networking Breakfast & Annual Meeting

**Healthcare Financial Management Association Nebraska Chapter (HFMA)**
9:00 A.M. – 10:00 A.M.
NHA Keynote Session
10:15 A.M. – 12:00 P.M.
Revenue Cycle Impact of Disruption
1:00 P.M. – 1:45 P.M.
From the Hospital to the Courthouse: An Overview of the Legal Process of Medical Debt Recovery
1:45 P.M. – 2:30 P.M.
Midwest/Nebraska Medical Professional Liability Trends
2:45 P.M. – 4:00 P.M.
NHA General Session

**Nebraska Healthcare Marketers (NHM)**
9:00 A.M. – 10:00 A.M.
NHA Opening Keynote Session
10:10 A.M. – 11:45 A.M.
Social Media Platforms, Tools & Software
1:00 P.M. – 2:30 P.M.
Planning Tips from a Productivity Consultant, So Your Day Doesn’t Suck!
2:45 P.M. – 4:00 P.M.
Embracing the Convergence of TV and Digital Video
4:00 P.M. – 4:30 P.M.
NHM Business Meeting & Bright Idea Award Presentation

**Nebraska Hospital Human Resource Professionals (HR)**
9:00 A.M. – 10:00 A.M.
NHA Opening Keynote Session
10:15 A.M. – 11:45 A.M.
Addressing Physician Burnout
11:45 A.M. – 1:00 P.M.
Trade Show & Lunch

**Friday, October 18**

**Healthcare Financial Management Association Nebraska Chapter (HFMA)**
8:30 A.M. – 9:30 A.M.
Update on Nebraska’s Health Insurance Market
9:30 A.M. – 10:15 A.M.
Update from the Washington Beltway (AHA Update)
10:15 A.M. – 11:15 A.M.
NHA Closing Keynote Session

**Nebraska Hospital Human Resource Professionals (HR)**
9:00 A.M. – 10:00 A.M.
Open Dialogue
10:15 A.M. – 11:15 A.M.
Closing Keynote

**Nebraska Healthcare Marketers (NHM)**
8:30 A.M. – 9:30 A.M.
Social Media Updates You Can’t Afford to Miss: Combining Traditional with Non-Traditional Advertising
9:30 A.M. – 10:15 A.M.
Around the Room
10:30 A.M. – 11:30 A.M.
What Is It You Do Again? An Introduction to Ethics in Healthcare

**Nebraska Society for Social Work Leaders in Healthcare (NSSWLHC)**
8:00 A.M. – 11:30 A.M.
NSSWLHC Fall Meeting