

Presenter biographies

Andrew Bachrodt
Breakout Session #7
Thursday, October 23



Andrew Bachrodt has been managing director of Healthcare Group at Kurt Salmon Associates since April 2011. He has worked with over 60 health care organizations in the development of strategic plans; organization and governance; mergers, acquisitions and affiliation planning; facility and capital asset planning; and physician-hospital integration. Mr. Bachrodt has worked with the leaders of national and regional multi-hospital systems such as Yale New Haven Health System, Trinity Health, University of Maryland Medical Center and Bon Secours Virginia Health System to help advance their strategies, navigate organizational change and better serve their communities.

Chris Bedient
Breakout Session #8
Thursday, October 23



Chris Bedient has been an investment analyst for Retirement Plan Services at Union Bank & Trust Co. since 2001. He has led mutual fund research analyst with Union Investment Management Group since 2012. He holds a Certified Fund Specialist designation from the Institute of Business and Finance.

Sen. Sue Crawford
Women's Luncheon
Thursday, October 23



Sen. Sue Crawford was sworn into the Nebraska State Legislature, representing District 45, in January of 2013. Sen. Crawford is a member of the Urban Affairs, General Affairs, and Health and Human Services Committees. For the past 19 years at Creighton University, Sen. Crawford's teaching and research have focused on public policy and civic engagement. She has also applied her expertise outside of the classroom for various community partners such as the Eastern Nebraska Community Action Partnership, the City of Omaha, the City of La Vista, Sen. Chuck Hagel's health care committee, Women's Fund of Omaha, Neighborhood Network, the Nebraska Office of Rural Health and Project Vote Smart.

Houston Doan
Breakout Session #8
Thursday, October 23



Houston Doan is employed at the Lincoln Area Agency on Aging/Aging Partners. He is an experienced employment specialist and insurance and financial counselor. He was previously coordinator of Title V (SCSEP) Program. Mr. Doan is a graduate of University of Nebraska and University of Nebraska Law College.

Samantha Eckhardt
Breakout Session #8
Thursday, October 23



Samantha Eckhardt, CFP, is a private client advisor at Union Bank & Trust Co. She graduated from UNL with a degree in finance. She is an educator with 529 Plans.

Leslie Gibbens
Breakout Session #8
Thursday, October 23



Leslie Gibbens, CTFA, is vice president and relationship manager at Union Bank & Trust Co. She had been the wealth management and trust services relationship manager since 2011.

Paul H. Keckley
Keynote Session #2
Thursday, October 23



Paul H. Keckley, Ph.D., is a health economist and leading expert on U.S. health reform and its impact. He recently retired as executive director for the Deloitte Center for Health Solutions in Washington D.C., directing the Center's non-partisan studies that are prominently featured in Congressional testimony and industry publications. He has authored three books, more than 150 articles, and the Monday Memo on Health Reform circulated in 20,000 health care companies and legislative bodies. He has testified before Congress and facilitated White House Office of Health Reform working sessions as the Affordable Care Act was being negotiated focused on ways the private sector could improve health care safety and quality while reducing costs by \$2 trillion. He is a frequent speaker and regular commentator in media coverage of health reform and its impact in key sectors of the health system.

Julie Knutson
Breakout Session #5
Wednesday, October 22



Julie A. Knutson is a partner at Baird Holm law firm. Her practice primarily focuses on providing health care facility and physician/provider practice clients with advice and representation concerning a wide variety of regulatory compliance, reimbursement, contracting, medical staff, licensure and behavioral health issues. She is a frequent speaker and resource on health care topics including many aspects of regulatory compliance and investigations, complex capacity, consent and substitute decision-making issues, medical staff, physician contracting, behavioral health law, credentialing, human subject research and IRB issues.

Doug Koenig
Breakout Session #8
Thursday, October 23



Doug Koenig, CTFA, is vice president and relationship manager at Union Bank & Trust Co. He has attained his life insurance/annuities license, Series 7 securities license, and Certified Trust and Financial Advisor designation.

John Marshall
Breakout Session #3
Wednesday, October 22



John Marshall is a principal, health care risk services and professional liability, at SilverStone Group. SilverStone Group brings a unique approach to people risk, succession planning, retirement and health. The firm also shows how addressing the behavioral exposures of key individuals can help minimize risk.

Mr. Marshall provides research articles for trade journals and serves as a public speaker for several associations.

Chuck Martinek
Breakout Session #9
Thursday, October 23



Chuck Martinek is a loss control consultant at LaMair-Mulock-Condon Co. (LMC). He received a bachelor's degree in occupational safety and health from the University of Dubuque and holds Certified Safety Professional (CSP) designation. His extensive consulting experience includes service to clients in the construction, manufacturing, transportation and health care industries. Mr. Martinek specializes in developing and implementing programs that promote a positive safety culture.

Jennifer Page
Closing Keynote Session
Friday, October 24



Jennifer Page, the inspirational and entertaining mother of Mini Darth Vader, describes her family's journey through the health care system. Her son, best known for his role as Darth Vader in the Volkswagen 2011 Super Bowl ad, was born with a congenital heart defect necessitating eight major surgeries before age 8. Her transformative health care journey has been heartfelt, eye-opening and sometimes harrowing. Ms. Page will share her many experiences with you to help you better understand, identify and address many of the major challenges facing health care consumers today. With 600 placements, the Mini Darth Vader video is on pace to become one of the most-watched viral ads of all time.

Presenter biographies

Steve Parde
Breakout Session #1
Wednesday, October 22



Steve Parde is a member of BKD's National Health Care Group and has more than 16 years of experience assisting health care organizations with strategic, operational, financial management and third-party reimbursement issues. He also consults with health care providers on important reimbursement issues including special provider designations, strategizing on complex reimbursement issues, and conducting in-depth reviews of Medicare and Medicaid cost reports. Mr. Parde is also experienced in hospital pricing strategy, disproportionate share hospital recovery, wage index reviews and bad debt recovery projects.

Barbara Person
Breakout Session #10
Thursday, October 23



Barbara E. Person is a partner at Baird Holm law firm. 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 is a frequent lecturer to many organizations on such topics as corporate compliance, EMTALA, privacy of protected health information, credentialing, and fraud and abuse.

Christine Ricci
Breakout Session #4
Wednesday, October 22



Christine Ricci, MBA, BSN, RN is chief communications officer at B.E. Smith. She has strong expertise in integrating marketing strategy, advertising, media planning, public relations, corporate branding, interactive communications/social media, as well as regional, national and international marketing has assisted her in driving strong results in health care organizations. She has led the implementation of several comprehensive marketing and public relations programs to strengthen brand and competitive positioning, as well as increase admissions and consultations for health care organizations. Prior to joining B. E. Smith, Ms. Ricci led the marketing, sales and product development within International Fortune 100 companies.

Linda Robinson Rutz
Breakout Session #8
Thursday, October 23



Linda Robinson Rutz is president of Union Agency. She brings more than 35 years of business experience—16 years in insurance and financial services and 22 years in marketing and advertising. Ms. Robinson Rutz works with agency and bank clients to help them develop insurance solutions for their ever-changing business needs.

Chuck Seviour
Breakout Session #2
Wednesday, October 22



Chuck Seviour is vice president, revenue cycle, at Array Services Group with more than 40 years of health care industry experience. He has consulted at over 150 hospitals during his extensive career. Mr. Seviour is an experienced trainer and speaker for prominent health care associations such as ANI HFMA, ANI AAHAM, MHA, HFMA Montana, Wyoming, Iowa, Nebraska, Wisconsin and Minnesota chapters and at two mega conferences, which includes multiple organizations.

Ronan Tynan
Opening Keynote Session
Wednesday, October 22



Dr. Ronan Tynan, Irish tenor, recording artist, physician and champion disabled athlete, moves audiences like few others can. His stirring performances and personal story of triumph have brought him international fame. *The New York Times* called him "the closest thing this country has to an official Meistersinger." Ronan Tynan is truly a modern day "Renaissance Man." Faced with numerous challenges throughout his well documented life, he has persevered with enormous passion and determination. He attributes his success to his faith and the knowledge that the Man Above guides him through every door he opens. Introduced to international audiences as a member of the Irish Tenors, Dr. Tynan quickly became known for his unique voice and irresistible appeal. Following his mother's advice to always follow your dreams, Ronan Tynan decided to launch a solo career, and has achieved the fame and adoration that could have existed only in the farthest reaches of his dreams.

Joe Watt
Breakout Session #1
Wednesday, October 22



Joe Watt is a member of BKD's National Health Care Group and serves as the north region health care industry leader. He serves as the engagement executive for a large practice of hospital, physician and long-term care facility clients. He provides financial statement audit services, Medicare and Medicaid strategic consulting services, corporate integrity services and assists health care organizations with strategic positioning. Mr. Watt manages a large number of client engagements, which entails supervising engagement teams, presenting recommendations for improving operations and positioning and communicating the results to senior management and the board of directors. In addition, he specializes in providing strategic consulting related to market position and operating effectiveness, as well as affiliations, mergers and acquisitions.

Heather Woody
Breakout Session #6
Thursday, October 23



Heather Woody is a personal and professional success coach, specializing in coaching adult individuals and teams who are dedicated to stretching themselves. Ms. Woody works with people who are ready to take action in their lives and become the person they have always dreamed of being. It's the people who want to achieve their goals faster and accomplish more than they ever imagined possible to whom Heather Woody will be invaluable.