

NHA 2020 Convention Webinar Series



This webinar series is open to all NHA members and affiliates. These webinars will be recorded and available for two weeks after each individual webinar.

Times for all webinars: 12:00 – 1:00 p.m. CT
(unless otherwise noted)



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

August 4

Not Just a Hospital: Healthcare Design in Rural Communities

August 11

Being Your Best During Your Organization's Worst Days: Crisis Management

August 18

Nursing Malpractice Claims: Impacts and Opportunities

August 25

Strategies for Managing Third Party Contracts

September 1

Implementing a Culture of Excellence

September 8

The Power of a Managed Service Provider (MSP) to help with Nurse Staffing Shortages

September 15

Revenue Cycle: The little things that can make a BIG difference

September 22

Labor and Employment Law Update: Latest Developments and Trends

September 29

Chargemaster, Pricing, Transparency: What Does all this Mean?

October 6

Master Planning for Healthcare: Secrets of a Successful Vision

October 13

Captives - Gateway to Self-Funding

October 20

Health Care Law Year in Review

October 22

Reducing Health Care Violence through an Environment of Care Community Policing Based Security Strategy

Time for this webinar will be 9:00 - 10:00 a.m. CT

Special thanks to our NHA 2020 Annual Convention Webinar SPONSORS

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August 4

Not Just a Hospital: Healthcare Design in Rural Communities

Rural healthcare facilities may undergo major renovations or replacement once every other generation. When that time comes, the challenge is knowing how to fund, plan and design a modern facility with the programming and equipment to provide high-quality care in a rural context — with enough flexibility to grow and adapt for the future. It's critical to understand a hospital's role in rural communities. For example, the facility may function as a cultural anchor, the largest employer and the region's chief economic engine. Approaching the project holistically will yield positive, lasting impacts on quality of life, the local economy and even a community's identity, not to mention residents' long-term health outcomes. Project architects seek input from c-suite decision makers, whose connection to daily operations and the patient base can generate innovations that result in greater staff utilization and retention. This session will describe the influence of the multiple roles rural hospitals fulfill, using project examples and testimonials from hospital leaders. The session will explore ways to apply that information to projects, even before the projects have started, to achieve greater patient wellness and enhanced operational efficiency, for decades to come.

Presenter: Jeff Monzu, LEO A DALY



August 11

Being Your Best During Your Organization's Worst Days: Crisis Management

Being a successful leader in a time of crisis requires tools, talent and training. This interactive presentation asks audience members to consider their organization's readiness for a crisis, including real-life examples of how—and how not—to handle a crisis. An expert in reputation management, Bob will provide tools to help leaders understand best practices for protecting their brand and for developing a crisis communication plan and team. This session will offer some compelling examples of effective crisis leadership. This presentation has been well received by executive teams from health care organizations both large and small in all corners of the country. Participants will benefit from Bob's extensive experience managing crises and reputational issues within this complex industry.

Presenter: Bob McNaney, Padilla



August 18

Nursing Malpractice Claims: Impacts and Opportunities

Nurses are directly involved in most aspects of care in every health care setting, so understanding the top contributing factors to nursing-related claims is a great opportunity to minimize risk. In our analysis of Constellation professional liability claims asserted from 2010 to 2017, nurses were the most frequently cited primary clinician responsible for care at the time of the alleged injury. In this webinar, we'll discuss our nursing claim data and offer practical solutions to help prevent injuries and claims in the clinic, hospital and senior living setting.

Presenter: Michelle Kinneer, Risk and Patient Safety Education Manager, Constellation MMIC



August 25

Strategies for Managing Third Party Contracts

Find new strategies and preparations for third party payer contracting. In this session we will provide new ways to negotiate payers where small rural and critical access hospitals have limited resources. Establish what are the negotiation objectives and targets, standards, and tactics.

Presenter: Travis Martin, The Olson Group



September 1

Implementing a Culture of Excellence

Almost all of us have heard the quote attributed to Management guru Peter Drucker: “culture eats strategy for lunch.” Executing on that principle isn’t quite so simple, however. Participate in this active-learning webinar, and you’ll walk away armed with three things you can do to make serious progress in the cultural health of your organization.

Presenter: Jon Titus, Bellevue University



September 8

The Power of a Managed Service Provider (MSP) to Help with Nurse Staffing Shortages

With the Nebraska nursing shortage expected to rise 34% by 2025 (Omaha World Herald), this session will address the staffing challenges hospitals and healthcare systems are facing, as well as a solution to attract the best talent and get the most from their recruiting efforts. We will also share results from two case studies highlighting the power of a Managed Services program: a focus on the staffing and management of four alternate care sites across the state during the COVID-19 pandemic, as well as how we have facilitated a substantial and urgent hiring effort to assist with a hospital’s expansion.

Presenters: Courtney Dobernecker & Rory Audino, FocusOne Solutions, a Medical Solutions company



September 15

Revenue Cycle: The little things that can make a BIG difference

The presenter will discuss helpful hints to help ensure your revenue cycle is operating efficiently and effectively. Every employee plays a role in the impact of the revenue cycle, and this presentation is tailored to cover each area. Identifying inadequacies or an opportunity for improvement in the revenue cycle process in a department, will be addressed.

Presenter: Amy Evanich, Lutz



September 22

Labor and Employment Law Update: Latest Developments and Trends

Now more than ever, employers are facing a changing legal environment. In this session, the presenter will review the latest trends and developments in labor and employment law, offer predictions about future trends and set forth a list of action items for a Human Resources response.

Presenter: Scott Moore, Baird Holm



September 29

Chargemaster, Pricing, Transparency: What Does all this Mean?

This presentation will discuss the Chargemaster, pricing, transparency and charges: how they are related and yet different. This is intended to provide the attendee with a high level understanding of each while at the same time some practical tips for organizations to ensure optimal functionality.

Presenter: Amy Tepp, Eide Bailly



October 6

Master Planning for Healthcare: Secrets of a Successful Vision

Most administrators know that a clear master plan helps a facility operate efficiently and anticipate future needs. But what steps produce successful master plans? In this session, two industry veterans who have led dozens of hospitals through the process lay out all the elements for effective master planning. You'll learn how to gather stakeholder input, balance that with data, review the effectiveness of existing spaces, prioritize competing needs, properly phase future work and more.

Presenter: BJ Gehrki & Mark Hasek, The Graham Group

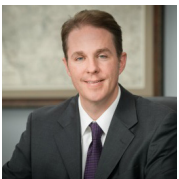


October 13

Captives - Gateway to Self-Funding

Group Captive Solutions is an alternative risk strategy for hospitals to retain, share and transfer risk for their self-funded health plans allowing smaller hospitals to provide benefits like a large employer. Learning objectives include: What is a captive? What are the advantages of a captive? How can a captive help small to mid-sized rural hospitals?

Presenter: William Henry Barclay, Marcotte-USI & Shawn Lanter, Berkley Accident and Health

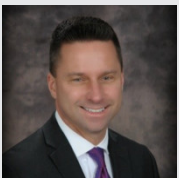
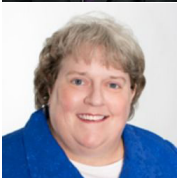


October 20

Health Care Law in Review

A fast-paced review of recent legal, regulatory and case updates impacting hospitals and other health care providers. The presenters will focus on key areas that shape policy-making and deal-making for organizations of all sizes. Each topic will be related to typical health care operations with an emphasis on informing (rather than surprising) health care administrators.

Presenter: Jason Yungtum & Jill Jensen, Cline Williams



October 22

Reducing Health Care Violence through an Environment of Care Community Policing Based Security Strategy (9:00 - 10:00 a.m. CT)

Violence reduction programs should be focused on developing a system-wide approach that recognizes every health care system is a community, with every floor being a unique neighborhood, each with different dynamics. Building trust, transparency and training along with implementing a system-wide strategy focused on reducing risk and anxiety through exceptional experience based nontraditional contacts, staff training, professionalism and critical incident response, forms the basis from which a strong security program is built.

This session will focus on:

- Identification of actual workplace violence warning signs focusing on pre-incident indicators
- How to create workplace violence scenario-based training designed for the healthcare environment. Deescalation and Conflict Resolution training techniques. Employee Awareness training development.

- Development and implementation of CPTED (Crime Prevention through Environmental Design techniques, panic alarms, ID keys, passcodes, and cameras.
- Understanding, Active Shooter vs. Targeted Violence, Intimacy Effect, Spillover Effect. Predatory Incidents vs. Impulsive/Reactive Incidents. How to create upstanders from bystanders to help prevent violence.

Presenter: Brian Uridge, Michigan Medicine Security Director, University of Michigan

Accredited Continuing Education



In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association. AXIS Medical Education is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), and the American Nurses Credentialing Center (ANCC), to provide continuing education for the healthcare team.

Credit Designation for Nursing

AXIS Medical Education designates these continuing nursing education activities for a maximum of 1.0 contact hour each.

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.

- 8/11/20: Being Your Best During Your Organization's Worst Days: Crisis Management
- 8/18/20: Nursing Malpractice Claims: Impacts and Opportunities
- 9/1/20: Implementing a culture that formulates an organization of excellence
- 9/8/20: The Power of a Managed Service Provider (MSP) to Help with Nurse Staffing Shortages
- 10/20/20: Health Care Law in Review
- 10/22/20: Reducing Health Care Violence through an Environment of Care Community Policing Based Security Strategy

Nursing home administrators

These educational activities are designated for a maximum of 1.0 contact hour each from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

AXIS Contact Information

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

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
Bob McNaney	Nothing to disclose

Michelle Kinneer, PhD	Nothing to disclose
Jonathan Titus	Nothing to disclose
Courtney Dobernecker	Nothing to disclose
Jason Yungtum	Nothing to disclose
Brian Uridge	Nothing to disclose
Rory Audino	Nothing to disclose
Jill Jensen	Nothing to disclose

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 Planner/Manager	Reported Financial Relationship
Brian Noonan	Nothing to disclose
Holly M. Hampe, DSc., RN, MHA, MRM, CPHQ	Nothing to disclose
Dee Morgillo, MEd., MT(ASCP), CHCP	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.

Requirements for credit:

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

Complete the CE Attestation form online by **11:59 pm ET in the date which is one month from the date of the activity**. 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.

Learning Objectives

- Translate knowledge of operations and patients into design input tailored for a rural context
- Qualify a project for USDA funding opportunities
- Engage stakeholders at all levels to garner greater participation and to define criteria for success
- Account for the multiple roles healthcare facilities play in rural communities
- Discuss how to lead in a crisis as a healthcare leader
- Outline best practices to prepare for reputation risk events
- Examine how to effectively communicate to internal and external audiences, patients and families
- List the top allegations made against nurses.
- Identify the most common contributing factors in nursing claims.
- Plan how to implement strategies to prevent nursing-related injuries, enhance teamwork and communication, and improve your business performance.
- Review the process of optimizing negotiation contracts.
- Outline strategies to increase total revenues.
- Discuss how to define relevant metrics and associated accurate payment data/utilization.
- Explain how a positive culture helps lead to an organization of excellence.
- Apply evidence based management techniques in creating a positive culture.
- Analyze successful healthcare organizations that have implemented a culture first approach to patient care.
- Review the current state of the employment market both nationally as well as in Nebraska.
- Outline solutions hospitals can take to address the current staffing shortage.
- Recommend how to best implement an MSP.
- Identify at least three potential problem areas in your facility's revenue cycle.
- Construct a minimum of one new measurable metric specific to the potential problems you have identified for you hospital.
- Summarize each step in the revenue cycle.
- Discuss the latest labor and employment law developments and trends
- Explore current trends in employment law.
- Build an understanding of action options related to employment trends.
- Explain the definitions and differences between Chargemaster, Pricing and Transparency charges.
- Distinguish the similarities and differences between these concepts/functions.
- Identify and understand current best practices associated with these concepts.
- Describe the fundamental elements of a thorough master plan.
- Understand the next steps for an organization wishing to begin master planning.
- Recognize the shortcomings that prevent many master plans from achieving their potential
- Review the concept of Captives.
- Discuss the advantages of a Captive.
- Explore how a Captive can help small to mid-sized rural hospitals fund their employee benefit plans.
- Examine what's making headlines in Health Care Law in 2020.
- Identify trends in regulatory enforcement
- Review newly proposed (or finalized) rules
- Identify workplace violence warning signs focusing on pre-incident indicators
- Create workplace violence scenario-based training designed for the healthcare environment.
- Develop CPTED (Crime Prevention through Environmental Design) techniques, panic alarms, ID keys, passcodes, and cameras.
- Discuss Active Shooter vs. Targeted Violence, Intimacy Effect, Spillover Effect. Predatory Incidents vs. Impulsive/reactive incidents.
- Create upstanders from bystanders to help prevent violence.

Registration Fees

\$49 per session

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