



NHA - NeRHA SPRING FORUM AND RURAL HEALTH CLINIC CONFERENCE

May 24 - 26, 2022

Younes Conference Center - NORTH
707 W Talmadge Road
Kearney, NE



Thank you NHA & NeRHA Sponsors

Event Sponsor



Presenting Sponsor



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Additional Sponsors



Spring Forum Agenda

Wednesday, May 25

8:00 - 8:15 a.m.

Opening Remarks
Jed Hansen & Jeremy Nordquist

8:15 - 9:00 a.m.

Rural Update with National Rural Health Association
Alan Morgan, CEO NRHA

Breakout Sessions 1

10:15 - 11:00 a.m.

Creative Recruitment & Retention
Julie Austin

Integrating Mental Health into Rural
Practices: Provider to Provider Consultations.
Sara Klingelhoefner

Breakout Sessions 2

11:00 - 11:45 a.m.

Medical Ethics Committees at Community
Hospitals: Why and How
Barbara Person and Erin Busch

Nebraska Rural Health Clinic Performance
Improvement and Measurement
Greg Wolf

11:45 a.m. - 12:45 p.m.

Lunch & Rural Health Awards



12:45 - 1:15 p.m.

Sponsor Exhibits Open

Breakout Sessions 3

1:15 - 2:00 p.m.

Small Investment = Large Impact:
Implementing a Simple, Yet Effective Service
Line for Women with Pelvic Floor Disorders
in Rural Nebraska
Jennifer L. Cera, DNP, APRN-NP, WHNP-BC

State of the State of Rural Health in Nebraska:
Update from DHHS Office of Rural Health
Office of Rural Health

CEO Forum: Quality As A CEO Leadership
Strategy
Kim Russel, FACHE, CEO

Breakout Sessions 4

2:00 - 2:45 p.m.

BHECN Mission to Improve Access to
BH/MH Resources in Nebraska:
Mental Health & Resilience
Krista Fritson, Psy.D.

Infection Prevention in Rural
Health Clinics
Josette McConville

2:45 - 3:15 p.m.

Sponsor Break

Breakout Sessions 5

3:15 - 4:00 p.m.

Bringing Palliative Care to Your Patients
Stacie Sinclair, MPP, CSW
Marilee Malcolm
Marcia Cederdahl, RN, BS, CHPN

Areas of Specialization Needs for
Registered Nurses and Advanced Practice
Registered Nurses Working in Rural
Communities of Nebraska
Lina Bostwick, EdD, RN, CNE, ANAI-F

Board Governance: Insights into Trustee
Roles and Responsibilities
Todd Kenney, CPA, FHFMA

4:00 - 5:00 p.m.

Sponsor Reception



9:00 - 9:45 a.m.

Keynote - Creative Ways to Recruit and Retain
Employees like Royalty...When you have a Commoner's Budget
Julie Austin

9:45 - 10:15 a.m.

Sponsor Break - Exhibit Hall

Spring Forum Agenda

General Sessions - Thursday, May 26

8:30 - 9:15 a.m.

Workforce Recruiting
Daniel Oldenburg, Cline Williams

8:30 - 10:00 a.m.

ACHE Improving Your Community by Addressing Rural Disparities of Care Panel Presentation

9:15 - 10:00 a.m.

An Overview of the Rural Emergency Hospital
George H. Pink, PhD, NC Rural Health Research Program

10:00 - 10:45 a.m.

Mapping Future Health Care Delivery with the Population
Ron Galloway

10:45 - 11:00 a.m.

Break

11:00 - 11:45 a.m.

Future of Telemedicine: Especially Rural Delivery
Ron Galloway

United
Healthcare



ACHE of Nebraska & Western Iowa Panel Presentation: Improving the Health Status of Your Community by Addressing Rural Disparities of Care

Earn 1.5 ACHE Qualified Education Credits

Healthcare organizations exist to serve the communities in which they reside. Though community health has always been a focus for these organizations, new regulations, emerging diversity, and aging population require them to take an active role to address rural disparities of care. The health of a community or geographic population has a critical impact on a healthcare organization's planning, operations, financial sustainability, outcomes and success and our rural communities are faced with a different set of challenges, priorities, and opportunities from more urban centers.

Panel Discussion Topics:

Population Health

- Emerging Latin X Communities
- Addressing Health Equity with our Native American communities
- Aging Population

Rural Disparities

- Critical Access
- Recruitment and Retention
- Transportation
- Screening

Moderators:

- Adrienne Olson, Chief Nursing Officer, Kearney Regional Medical Center
- Dee Humm, Healthcare Markets Director, Genentech

Panelists:

- Brent Crandall, DO, Emergency Room Physician/Emergency Medicine and Medicine Department Chairman, Kearney Regional Medical Center
- Stephanie Bolt, Chief Executive Officer, Crete Medical Center
- Andy Hale, Vice President of Advocacy, Nebraska Hospital Association
- Claudia Lanuza, Latin X, CHI Health Schuyler
- Jeremy Clingenpeel, Chief Executive Officer, Jennie Melham Memorial Medical Center
- Echohawk Lefthand, Native Indigenous Centered Education Program Director, Native American and IHS

12:00 - 4:00 p.m.

Overview of Cyber Threat Landscape,

Panel - the FBI and AHA, & Cyber Tabletop Exercise

John Riggi, National Advisor for Cybersecurity and Risk, AHA - American Hospital Association

- Learn from the FBI cyber program leaders about the criminal and national security cyber threats they are investigating on a global, national and regional level.
- Learn how best to work with the FBI and other government agencies, prior, during and post cyber incident.
- The FBI will also discuss and distinguish their non-regulatory role in the investigation of cyber incidents and how they work with DHS, CISA, HHS and other national security agencies.
- Learn what hospitals and healthcare systems on a national level are saying to their trusted AHA cyber advisor about their biggest cybersecurity threats challenges.
- Learn how the AHA is helping the field mitigate those threats and exchange information with the FBI and other government agencies.

John Riggi will moderate and actively engage all attendees in a group critical thinking and strategic leadership cyber incident exercise. The session is designed to be highly interactive and is based upon real world complex and multi-faceted cyber and risk incidents. It is designed for both technical and non-technical leaders and structured to test incident response plans, identify gaps and elicit strategic decision making skills under simulated adversarial conditions. John will directly solicit responses from the audience at all key decision points.

This event is not included with your Spring Forum registration fee.

Event Registration Fee: \$150 per person

One free registration with 3 paid registrations.



NHA-HFMA Golf Tournament & Award Reception

The NHA-HFMA Annual Golf Tournament is a fun way to kick off the Spring Forum. Enjoy the beautiful Meadowlark Hills Golf Course (3300 30th Ave, Kearney) and the camaraderie of health care professionals, affiliate members and members of the Healthcare Financial Management Association (HFMA) Nebraska Chapter. Registration begins at 9:30 a.m. with shotgun start at 10:30 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 \$85 player 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. 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 to our golf tournament sponsors!



Registration

The NHA-HFMA Golf Tournament (May 24) and the NHA - NeRHA Spring Forum and Rural Health Clinic Conference (May 25 - 26) will be held in Kearney, Nebraska. Registration deadline is May 15, 2022.

To register online, go to:

nebraskahospitals.org/education/events/springforum.html

Prices:

NHA-HFMA Golf Tournament \$85 (includes 18 holes of golf, cart, box lunch and participation in the awards reception)

NHA - NeRHA Spring Forum and Rural Health Clinic Conference \$295 (all inclusive)

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

Lodging

For lodging accommodations while in Kearney, there are 3 hotel properties on the Younes campus offering the group rate of \$129.95 + tax/per night for the NHA / NeRHA event.

Reservations need to be made by May 5, 2022 to receive the discounted rates. Contact either of the following properties and mention the NHA / NeRHA event to make your reservation:

Crowne Plaza (connected to the conference center)
(308) 238-7000

Fairfield Inn & Suites
(308) 236-4200

Hampton Inn & Suites
(308) 234-3400

Rural Update with National Rural Health Association

Alan Morgan

This session will examine the current rural health landscape, and the impact of COVID19 on rural communities. Legislative and regulatory issues impacting rural hospitals and clinics will be discussed as well as pending federal policies.

Keynote - Creative Ways to Recruit and Retain Employees like Royalty...When you have a Commoner's Budget

Julie Austin

Recruitment & retention of employees these days is more than just putting an ad on Indeed. Today's organizations need to create a company culture that employees will flock to and remain loyal to. Startups may hold the key to recruiting and retaining the best employees without spending a fortune.

Integrating Mental Health into Rural Practices: Provider to Provider Consultations.

Sara Klingelhofer

This presentation will highlight and describe the mission of the Tele-Behavioral Health Consultation Program (TBHC). There are several benefits that it provides to Nebraska's most rural pediatric patients (ages 0-21), the community, and their primary care providers. The TBHC is a complementary service. The TBHC team activities and services are directed by Drs. Holly Roberts and Christian Klepper at the University of Nebraska Medical Center's Munroe-Meyer Institute, Department of Psychology. The team also offers training opportunities, including continuing education webinars at no charge throughout the year as well as technical assistance in the areas of screening, referral, and integration of behavioral health into primary care. Sara Klingelhofer will present the services provided by the TBHC team and links to information and resources for managing behavioral health concerns in primary care practices through the TBHC team.

Medical Ethics Committees at Community Hospitals: Why and How

Barbara Person and Erin Busch

The pandemic called attention to ethical issues like allocation of ventilators among patients who might benefit from them. That issue never sharpened into the challenge we all anticipated. But the discussion is still relevant for all hospitals when it comes to providing or withdrawing life-saving treatment, especially when the patient is not capable of health care decision-making and surrogates are reluctant, confused, or hold divergent opinions. Barbara and Erin will describe the pertinent Nebraska statutes and how medical ethics committees can assist hospitals and practitioners facing these difficult circumstances, covering best practices for the make-up of medical ethics committees, how to use them, and alternative resources that might be available through remote ethicists, legal counsel and network hospitals.

Nebraska Rural Health Clinic Performance Improvement and Measurement

Greg Wolf

Data should drive decision making, as highlighted by the COVID pandemic that galvanized the importance of our nation's primary care delivery system. But too often small rural primary care practices lack the resources, experience or support to implement effective managerial reporting systems. As a result -- and in conjunction with legacy exemptions for public reporting requirements -- rural healthcare leaders often lack valid, reliable industry data and benchmarks to inform policy and reimbursement reforms. This presentation will provide new, current data on our rural primary care practices across Nebraska, the statewide impact on reimbursement from the 2020 RHC Modernization Act and outline a new set of networking opportunities for Nebraska RHCs to participate in collaborative performance improvement initiatives.

Small Investment = Large Impact: Implementing a Simple, Yet Effective Service Line for Women with Pelvic Floor Disorders in Rural Nebraska

Jennifer L. Cera, DNP, APRN-NP, WHNP-BC

Enhance women's health services, improve patient satisfaction and decrease the need for referrals with the integration an often overlooked, yet effective intervention for pelvic floor disorders. Pelvic floor stimulation, as part of pelvic floor therapy, offers an additional treatment option with proven efficacy for women with urinary incontinence and pelvic organ prolapse. Current research promotes prevention and early intervention, thus capturing the population of women already within an obstetrics/gynecology clinic is a progressive movement towards meeting this healthcare need. We will discuss the ease in which this therapy can be implemented, patient satisfaction as well as billing and coding associated with this therapy. The provision of pelvic floor stimulation enhances a facility's commitment to excellence in women's healthcare.

CEO Forum: Quality as a CEO Leadership Strategy

Kim Russel, FACHE, CEO

This interactive session has been created for CEO attendees. In the wake of the pandemic, CEOs are faced with new challenges and competing priorities. Quality can be a powerful CEO leadership strategy. This session will examine leadership approaches to establish quality as the CEO's central purpose. Strategies for CEO collaboration with the board and medical staff to elevate quality results will be explored. Open group discussion will be facilitated by the presenter.

BHECN Mission to Improve Access to Behavioral Health/Mental Health Resources in Nebraska: Mental Health & Resilience

Krista Fritson, Psy.D.

Dr. Fritson will describe BHECN's mission to improve access to mental health resources in rural Nebraska, mental health/resiliency needs, and a brief demonstration of a calming experience.

Infection Prevention in Rural Health Clinics

Josette McConville, NE ICA

Infection prevention practices in ambulatory settings must extend beyond bloodborne pathogens training. Best practices for infection prevention in ambulatory clinics should focus on patient safety in addition to personnel safety. Learn how to assess and make improvements to current infection prevention practices.

Bringing Palliative Care to Your Patients

Stacie Sinclair, MPP, CSW; Marilee Malcolm; Marcia Cederdahl, RN, BS, CHPN

As more Nebraskans are diagnosed and expected to live several years with serious illness, palliative care can play a key role in improving their quality of life. This presentation will describe what palliative care is and how it ensures value in health care; explore key considerations for rural health care providers; and provide resources on how to get started.

Areas of Specialization Needs for Registered Nurses and Advanced Practice Registered Nurses Working in Rural Communities of Nebraska

Lina Bostwick, EdD, RN, CNE, ANAI-F

Previous research (Bostwick, Delahoyde, & Ramírez, 2021), indicated nurses working in rural Nebraska prioritized three areas for education to provide safe patient care: 1) mental health, 2) diabetes, 3) trauma. The current study asked nurses to identify specific specializations for these three fields. Purpose: The study was designed to understand rural nurses' motivation for learning and their learning needs specific to mental health, diabetes, and trauma. Participants were asked to take part in an online survey for RNs and APRNs working in rural Nebraska. Methods: A 10-item education needs assessment survey was delivered to all RNs and APRNs working in rural communities of Nebraska using a Survey Monkey® format. Motivation to receive additional education was measured on a 0-100 scale. Results: Respondents (231), across multiple counties indicated utmost needs were: Mental Health Management of patient with a mental health disorder (76%); trauma- management of patient with agricultural-related injury (61%); diabetes-Updates on management of care for diabetic patient (57%). Rural nurses' do not have a designated expert for mental health (71%), trauma (72%), diabetes (65%). RNs and APRNs are slightly more motivated to receive training on diabetes (67.8%) when compared to trauma (67.6%), and mental health (64.4%). Implications to Practice: Findings showed that rural nurses are highly motivated for lifelong learning, however resources are not easily available in this distinctive setting. Implications include a strong need to collaborate with facilities to provide education on the topics of mental health, trauma, and diabetes to overcome these challenges in rural America.

Board Governance: Insights into Trustee Roles and Responsibilities

Todd Kenney, CPA, FHFMA

Health care organizations continue to face numerous challenges related to Centers for Medicare & Medicaid regulations, changing reimbursement methodologies, the shift to alternative health insurance plans, increased uninsured patient populations, lower payments for health care services and the overall uncertainty with health care due to discussions and changes by the current administration. Health care operations are key to addressing these challenges and an engaging board of trustees that understands the issues and actively partners with management in facing these challenges is vital to the health care organization's success. This session will address the challenges and other opportunities for boards to be active, engaging and effective governing bodies by discussing requirements and expectations.

Workforce Recruiting

Daniel Oldenburg, Cline Williams

This presentation will provide information on the specific processes and procedures associated with employing foreign national employees. The session will highlight the options for those healthcare employers seeking to hire foreign national employees in a variety of healthcare related positions.

An Overview of the Rural Emergency Hospital

George H. Pink, PhD, NC Rural Health Research Program

The Consolidated Appropriations Act 2021 created a new facility called a "rural emergency hospital" (REH) that is defined as a facility that provides: emergency department (ED) care, observation care, outpatient services, and an optional skilled nursing facility (SNF) care in a distinct part unit. REHs do not provide acute care inpatient services. The presentation will present an overview of the model and implementation issues.

Mapping Future Health Care Delivery with the Population

Ron Galloway

An aging population directly affects the volume and structure of hospital demands while raising concerns about medical service accessibility. In this context, simulations can be used to understand population dynamics of a state and the mechanisms driving healthcare service demands. This allows for appropriate facilities planning.

In this session Ron shows how Nebraska demographic changes will influence the demand for particular hospital services, and the resultant impact on space planning.

Future of Telemedicine: Especially Rural Delivery

Ron Galloway

This session seeks to better understand how telemedicine can be used to address health needs within rural areas. We will highlight common barriers and advantages to providing this type of care, arguing that telemedicine services may be quite impactful.

We will look at:

- Advantages (cost-effectiveness, accessibility, feasibility, addressing disparities, and privacy/confidentiality concerns;
- Barriers and challenges (digital divides and infrastructure; ongoing care); and
- The need for evidence-based programs

Speakers



Julie Austin

Julie Austin is an innovation keynote speaker, NASDAQ award winning inventor, manufacturer, and futurist. She's an internationally known thought leader on the topic of innovation, and CEO of the consulting firm Creative Innovation Group. She's been an innovation keynote speaker for corporations such as Procter & Gamble, Novartis Pharmaceuticals, Northrop Grumman, and Cognizant Technology Solutions. She's also been featured in the books "Patently Female" and "Girls Think of Everything".

Her patented product, swiggies, wrist water bottles, have been a NASDAQ product of the year semifinalist and are currently sold by distributors in 24 countries. Julie and her products have appeared on The Today Show, The Queen Latifa Show, HGTV, Lifetime, ABC, CBS, NBC, FOX News, Inc. magazine, Fast Company, and the Wall Street Journal, along with dozens of TV shows, magazines and radio shows around the world.

Her book "The Money Garden: How to Plant the Seeds for a Lifetime of Income" is currently available on Amazon, along with her new book "From the King's Court to Kickstarter: Patronage in the Modern Era".



Lina Bostwick, EdD, RN, CNE, ANAI-F

Lina Bostwick is a Professor of Nursing at Bryan College of Health Sciences. She has provided education leadership at the college for over 16 years. Prior to her work at the College, Lina was a Critical Care Nurse Manager with Bryan Health for over 10 years. Lina received her Doctorate of Education with a Health Care Focus from the College of Saint Mary. She has previously volunteered on the Board of Directors for the Nebraska Nurses Association, District III, and for Fresh Start, an organization serving homeless women.



Erin Busch

Erin Busch is an attorney with Baird Holm LLP. She graduated from the University of Minnesota Law School, receiving her juris doctor magna cum laude. She is licensed to practice law in Nebraska, Iowa, and Minnesota. Ms. Busch primarily represents health care clients, including hospitals, physicians, physician clinics, skilled nursing facilities, nursing facilities, and specialty health care services providers. Her practice focuses on regulatory compliance and contracting matters, including HIPAA, medical staff and allied health professionals issues, Medicare, Medicaid, 340B, and the No Surprises Act, with a special emphasis on Federal and state privacy laws and data protection issues. Erin also advises public entities regarding open meetings, public records, and governance issues. She is a member of the American Health Lawyers Association and the Healthcare Financial Management Association (HFMA).

Prior to joining the firm, she worked in the General Counsel's Office of a public higher education institution and her practice focused on data privacy and security, public records, open meetings, regulatory compliance, contracting, and governance issues.



Marcia Cederdahl, RN, BS, CHPN

Marcia is a certified hospice nurse - CHPN; certified ELNEC trainer; started 3 hospice programs in NE with no Medicare deficiencies; Serve on 2 committees with the National Hospice & Palliative Care Organization, professional education 2012 -2016, Quality and Standards 2016 - 2017. Served on Board of Directors with NE Hospice and Palliative Care Association (NHPCA) as the chair of community engagement.

Speakers



Jennifer L. Cera, DNP, APRN-NP, WHNP-BC

Jennifer L. Cera, DNP, APRN-NP, WHNP-BC, is an Assistant Professor and Co-Coordinator, Women's Health Specialty Program, University of Nebraska Medical Center College of Nursing – Omaha Division, College of Nursing Science; and a Women's Health Nurse Practitioner, Female Pelvic Medicine & Urogynecology, Olson Center for Women's Health, Nebraska Medicine, Omaha, NE; and is a member of the Urologic Nursing Editorial Board.



Krista Fritson, Psy.D.

Dr. Krista Fritson is a Psychologist at the University of Nebraska at Kearney and has been published 9 times, with research interests in self-efficacy, teaching issues, psychotherapy processes and outcomes, emotional intelligence, and mindful meditation technology. Krista has received numerous awards, including the UNK Pratt-Heins Teaching Award and the IDeA-CTR "Collaborator of the Year" Award. Dr. Fritson serves as a BHECN Kearney Advisory Board Member and has also served as the lead clinician for the Central Nebraska LOSS Team since 2014.

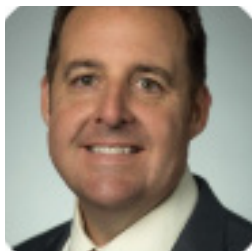


Ron Galloway

Ron Galloway is a researcher, public speaker, the director of 4 films, and the author of 3 books. Ron's current focus is the intersection of Big Tech companies & Healthcare. This is the subject of his 60-minute presentation "The Disruptors."

He has spoken at hundreds of conferences, is a graduate of Georgia Tech, and was a portfolio analyst for 20 years.

His work has been written about in the New York Times, the Wall Street Journal, and New Yorker magazine. He has been featured on CNN, CNBC, the BBC, and Jon Stewart's Daily Show.



Todd Kenney, CPA, FHFMA

A member of BKD National Health Care Group, Todd has more than 16 years of experience performing financial statement audits and consulting services for health care organizations including health systems, hospitals, long-term care providers, behavioral health providers and other post-acute service providers. He manages several client relationships and supervises multiple engagement teams including reviewing engagement results, improvement recommendations and industry insights with senior management and governing boards.

He also provides education and consulting services regarding new accounting standards such as revenue recognition and leases, Medicare reimbursement strategies and the 340B drug pricing program.

Todd is a member of the American Institute of CPAs and Missouri Society of CPAs and is a past president for the Healthcare Financial Management Association (HFMA) Heart of America Chapter. He is a Certified Healthcare Financial Professional and Fellow of HFMA (FHFMA) and currently serves as the Region 8 treasurer for HFMA.

He is a 2002 graduate of Northwest Missouri State University, Maryville, with a B.S. degree in accounting and a 2003 graduate with an M.B.A. degree.

Speakers



Sara Klingelhofer, MSEd, LIMHP

Sara S. Klingelhofer, MSEd, LIMHP, is a licensed independent mental health practitioner at the Munroe-Meyer Institute's Behavioral Health Outreach Clinics in Kearney, Nebraska and York, Nebraska. She received her graduate degree in clinical mental health psychology from the University Nebraska at Kearney and completed her internship at the Munroe-Meyer Institute's Behavioral Outreach Clinic in Kearney, Nebraska. In addition to her training in behavioral disorders, Sara also completed the training for the Adolescent-Community Reinforcement Approach in Treating Substance Use Disorders in Nashville, Tennessee in 2017. Sara completed this certification in 2018. She completed part of her provisional hours of her license at the Youth Rehabilitation Treatment Center (YRTC) for boys at Kearney, Nebraska, where she provided services to youth with severe and persistent mental illness and behavioral disorders. Sara has also completed training in Trauma-Focused Cognitive Behavioral Therapy.



Marilee Malcolm

Marilee Malcolm is currently serving as the Executive Director of the Nebraska Hospice and Palliative Care Association. Marilee previously worked for ruralMED as the Director of Home Care and AseraCare Hospice as the Provider Relations Manager. Marilee has served as the Research and Quality Improvement Chair for the NHPCA Board of Directors.



Josette McConville, NE ICA

Josette is an Infection Preventionist for Nebraska ICAP. She obtained her nursing degree from UNMC in 2000 and has worked in the specialty of Infection Prevention since 2013. Her prior experience includes working in ambulatory care, acute care hospital, employee health and clinical education.



Alan Morgan

Recognized as among the top 100 most influential people in healthcare by Modern Healthcare Magazine, Alan Morgan serves as Chief Executive Officer for the National Rural Health Association. He has more than 31 years experience in health policy at the state and federal level, and is one of the nation's leading experts on rural health policy.

Mr. Morgan served as a contributing author for the publications, "Policy & Politics in Nursing and Health Care," "The Handbook of Rural Aging" and for the publication, "Rural Populations and Health." In addition, his health policy articles have been published in: The American Journal of Clinical Medicine, The Journal of Rural Health, The Journal of Cardiovascular Management, The Journal of Pacing and Clinical Electrophysiology, Cardiac Electrophysiology Review, and in Laboratory Medicine.

Mr. Morgan served as staff for former US Congressman Dick Nichols and former Kansas Governor Mike Hayden. Additionally, his past experience includes tenures as a health care lobbyist for the American Society of Clinical Pathologists, the Heart Rhythm Society, and for VHA Inc.

He holds a bachelor's degree in journalism from University of Kansas, and a master's degree in public administration from George Mason University.

Speakers



Daniel Oldenburg

Daniel provides a multiplicity of immigration legal services to individuals and employers. He specializes in employment based immigration for university and healthcare institutions. He assists with the non-immigrant and immigrant visa services for faculty, researchers, medical fellows and residents. He regularly represents both employers and individuals with Extraordinary Ability Petitions, Outstanding Researcher/Professor Petitions, National Interest Waivers, J-1 Waivers, PERM Labor Certification and H-1B sponsorship. He also provides consultation to employers, investors and entrepreneurs regarding L and E visas respectively. Additionally, Daniel is frequently invited to speak on I-9 and immigration enforcement issues. He regularly presents at Immigration Continuing Legal Education conferences. He assists employers with I-9 training, I-9 compliance and Immigration and Customs Enforcement (ICE) worksite actions.

Daniel also represents religious institutions seeking to sponsor qualifying religious workers. Daniel regularly assists clients with permanent residency and naturalization. He also handles all aspects of family based immigration and is bilingual (Spanish). Daniel was formerly employed by the legacy Immigration and Naturalization Service (INS).

Daniel also advises clients on the preparation and drafting of various estate planning documents. He represents clients in matters involving wills, trusts and the probate process.



Barbara Person

Barbara E. Person is a partner with Baird Holm LLP. She graduated from the University of Nebraska Law School, receiving her juris doctorate with distinction. Subsequently, she served as judicial clerk with the Nebraska Supreme Court. She is licensed to practice law in Nebraska and Iowa. Ms. Person practices exclusively in the representation of health care providers, focusing on Medicare reimbursement, provider contracting, medical staff issues, fraud and abuse investigations, EMTALA, HIPAA, Stark, anti-kickback and other areas of corporate and health care compliance. Ms. Person has spoken to numerous health care groups, including the American Academy of Healthcare Attorneys, the Nebraska Hospital Association, and the Iowa Hospital Association. She is a member of the American Health Lawyers Association and the Healthcare Financial Management Association (HFMA). She has served as president of the Nebraska chapter of HFMA. 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 was named the Best Lawyers' 2019 Health Care Law "Lawyer of the Year" for Omaha.



Dr. George H. Pink, PhD

George H. Pink, Ph.D., is Humana Distinguished Professor in the Department of Health Policy and Management, Senior Research Fellow at the Cecil G. Sheps Center for Health Services Research, and Deputy Director of the NC Rural Health Research Program, all at the University of North Carolina at Chapel Hill.

Dr. Pink teaches courses in healthcare finance and is involved in several research projects, including the Rapid Response to Requests for Rural Data Analysis and Issue-specific Rural Research Studies, Rural Health Research Grant Program and the Rural Hospital Flexibility Program Evaluation, all funded by the federal Office of Rural Health Policy.

Prior to receiving a PhD in corporate finance, he spent ten years in health services management, planning, and consulting. In the past 30 years, he has served on over 100 boards and committees of hospitals and other healthcare organizations. He has written more than 80 peer-reviewed articles and has made more than 250 presentations in ten countries. He is a member of the Board of Piedmont Health Service, a large community health center that provides primary health care to residents of five largely rural counties in North Carolina.

Speakers



John Riggi

John Riggi, having spent nearly 30 years as a highly decorated veteran of the FBI, serves as the first senior advisor for cybersecurity and risk for the American Hospital Association and their 5000+ member hospitals. John leverages his distinctive experience at the FBI and CIA in the investigation and disruption of cyber threats, international organized crime and terrorist organizations to assist on policy and advocacy issues and provide trusted advisory services for the nations' hospitals and health systems. His trusted access to hospital leadership and government agencies enhances John's national perspective and ability to provide uniquely informed risk advisory services. John's unique national perspective is further informed by his direct role in assisting ransomware victim hospitals and health systems during and post attack.

John represented the nation's hospitals in testimony before the Senate Homeland Security Committee hearing on cyber threats to hospitals in Dec. 2020. This assisted in the passage of HR 7898, providing regulatory relief for HIPAA covered victims of cyber attacks. In 2021, John's prominent advocacy encouraged the government to raise the investigative priority level of ransomware attacks to equal that of terrorist attacks.

John also served as the nation's hospital representative to the FCC hospital robocall protection group which made final recommendations on reducing unlawful robocalls to hospitals in Dec. 2020. John initiated and co-led a national healthcare sector task group to develop resources to assist the field in managing cyber risk as an enterprise risk issue. John launched a national campaign with the AHA and government agencies to help members protect medical research against foreign threats.

In various leadership roles at the FBI, John served as a representative to the White House Cyber Response Group and a senior representative to the CIA and was the national operations manager for terrorist financing investigations. John also led counterintelligence field surveillance programs in Washington DC and financial crimes and terrorist financing squads in New York City. John ultimately rose to the ranks of the Senior Executive Service and in that capacity led the FBI Cyber Division national program to develop mission critical partnerships with the healthcare and other critical infrastructure sectors. John held a national strategic role in the investigation of the largest cyber-attacks targeting healthcare and other sectors.

He also served on the NY FBI SWAT Team for eight years. John is the recipient of the FBI Director's Award for Special Achievement in Counterterrorism and the CIA's George H.W. Bush Award for Excellence in Counterterrorism, the CIA's highest award in this category. John presents extensively on cybersecurity and risk topics and is frequently interviewed by the media.



Kim Russel, FACHE

Kim found her passion for health care as a high school volunteer at her local community hospital. She established her career goal then: to become a health care CEO. Kim has gone on to serve as an executive in the industry for 38 years — serving as a CEO for the last 25.

Kim found her passion for health care as a high school volunteer at her local community hospital. She established a career goal then: to become a health care CEO.

She's gone on to serve as an executive in the industry for 38 years —and as a CEO for the last 25. Kim has experience in nearly every type of delivery structure, including freestanding hospitals and integrated health systems.

At Bryan Health she oversaw an asset base of \$1.2 billion, a \$750 million operating budget and more than 5,000 employees.

Kim has extensive experience building relationships and crafting effective strategies with private practice physicians. She is also well versed in new business development and creative partnerships, including joint ventures.

Throughout her career, Kim has served on over 20 boards. Currently, she's on the board of the Foundation for Educational Services and is chair of the Omaha branch of The Federal Reserve Bank of Kansas City.

Speakers



Stacie Sinclair, MPP, CSW

In her role as Associate Director, Policy and Health Care Transformation at CAPC, Stacie Sinclair is dedicated to educating federal and state policy makers and key stakeholders on the value of palliative care; raising and standardizing the quality of palliative care delivery; and augmenting palliative care's voice through coalitions and strategic partnerships. Ms. Sinclair served as Co-Chair of the Writing Workgroup for the National Consensus Project (NCP) Clinical Practice Guidelines for Quality Palliative Care, 4th edition and managed the efforts of the Serious Illness Quality Alignment Hub, a three-year project funded by the Gordon and Betty Moore Foundation. The latter convened palliative care experts and U.S. health care quality leaders to create requirements and incentives for palliative care access and adherence to standards. She currently serves as Vice Chairperson of the Nebraska Palliative Care and Quality of Life Advisory Council.

Previously, Ms. Sinclair worked at Econometrica as the Implementation Project Manager for the Medicaid Incentives for Prevention of Chronic Diseases (MIPCD) Technical Support project, a \$3.8 million contract with the Centers for Medicare and Medicaid Services (CMS) to test the effectiveness of incentives to promote healthy behavior change among Medicaid beneficiaries. She also provided evaluation support for the Community-Based Care Transitions Program (CCTP). Prior to Econometrica, Ms. Sinclair assisted with grant applications and policy development for the Maryland Department of Health and Mental Hygiene.

Ms. Sinclair received both her MPP and her BA in Social Work from the University of Maryland, Baltimore County. She is a Certified Social Worker (CSW) in the state of Nebraska.



Greg Wolf, MBA

Gregory has served as Principal, Chief Technology Officer and Director of Business Development for several healthcare advisory firms. His experience includes developing web-based analytic and benchmarking tools for rural hospital and primary care providers. He has combined these skills in developing strategic plans and performance management systems for over 100 healthcare organizations. He is President of Lilypad, LLC the nation's leading analytics firm focused on rural primary care practices and supports benchmarking and performance improvement initiatives for over two dozen State Offices of Rural Health.

Gregory received his undergraduate degree from Colgate University and his Master of Education degree from the Curry School of Education at the University of Virginia. He holds a second Master's degree in Business Administration (Beta Gamma Sigma) with concentrations in Healthcare Management and Computers and Information Technology from the William E. Simon Graduate School of Business Administration at the University of Rochester.

Rural Health Clinic Workshop

General Sessions

8:00 - 8:15 a.m.

Opening Remarks

Jed Hansen & Jeremy Nordquist

8:15 - 9:00 a.m.

Rural Update with National Rural Health Association

Alan Morgan, CEO NRHA

9:00 - 9:45 a.m.

Keynote - Creative Ways to Recruit and Retain Employees like Royalty...When you have a Commoner's Budget

Julie Austin

9:45 - 10:15 a.m.

Sponsor Break - Exhibit Hall

Morning Breakout Sessions

10:15 - 11:45 a.m.

RHC Billing and Coding Update 2022

Patty Harper, Principal InQuiseek

11:45 a.m. - 12:45 p.m.

Lunch & Rural Health Awards

12:45 - 1:15 p.m.

Sponsor Break - Exhibit Hall

Afternoon Breakout Sessions

1:15 - 1:55 p.m.

Clinical Surveys: Results and Deficiencies in Nebraska

2:00 - 2:45 p.m.

RHC Compliance and Vaccination Updates

Patty Harper, Principal InQuiseek

2:45 - 3:15 p.m.

Break - Exhibit Hall

3:15 - 4:00 p.m.

Revenue Cycle: Improving Patient Access & Workflows in your RHC

Patty Harper, Principal InQuiseek

4:00 - 5:00

Social Hour



Rural Health Clinic Workshop

May 25, 2022

Younes Conference Center
707 W Talmadge Road
Kearney, NE

To register for 2022 NHA - NeRHA Rural Health Clinic Conference complete the form below and return it with payment to Nebraska Hospital Association, ATTN: NHA Spring Forum, P.O. Box 82653, Lincoln, NE 68501-2653

Click here to register online

Organization: _____

Name, Title: _____

Name, Title: _____

Name, Title: _____

Name, Title: _____

Address: _____

City, State, ZIP: _____

Phone: _____

Email: _____

Payment Information

Registration fee is \$150 per person + \$75 for each additional team member

Pay by check: ☐ (Payable to Nebraska Hospital Association)

Pay by credit card: ☐ Visa ☐ Mastercard ☐ Discover

Name on card: _____

Credit card #: ____ / ____ / ____ / ____ CVV Code ____ Exp. date ____ / ____

Signature: _____

**Return completed form to Heather Bullock
at hbullock@nebraskahospitals.org**

Questions? Call 402-742-8140

