



FREE to
NHA
members!

2018 SPRING SHOWCASE

Wednesday, April 18, 2018 | 8:00 a.m. - 4:00 p.m.

Younes Conference Center | 416 W. Talmadge Road | Kearney, Nebraska

Join us for this FREE educational and networking opportunity!

Who Should Attend?

- Administration
- Board/Trustees
- Compliance Officers
- Credentialing Staff
- C-Suite Staff
- Department Managers
- Engineering/Plant Managers
- Finance
- Health Information Management
- Home Health
- Human Resources
- IT
- Medical Staff Relations
- Pharmacy/340B
- Physician Recruiters
- Rehab Managers
- Risk Management
- Staff Recruiters
- Supply Chain Managers

NHA Services, Inc. Preferred Business Partners





An Invitation

I would like to personally invite you and your staff to attend the NHA Services 2018 Showcase on Wednesday, April 18, 2018, at the Younes Conference Center in Kearney, Nebraska.

This is an annual event where we re-acquaint the NHA member hospitals with the preferred business partners of NHA Services. This is an exciting time for NHA Services. We continue to grow and adapt, always remaining motivated and responsive to the needs of NHA members as we develop new and innovative service line offerings. Nebraska hospitals are confronting a time of many changes and NHA Services is assisting in meeting these changes to provide a valuable service to NHA members.

NHA Services offers this special educational and networking opportunity **free of charge to NHA members**. The education portion covers a wide variety of topics such as population health, pathways to patient satisfaction and coaching for improved performance.

Participants can network with current NHA Services preferred business partners in a more informal and casual setting. These partnerships provide an advantage collectively to the NHA members that they could not obtain individually, and are also an additional source of non-dues revenue to the NHA.

I encourage staff from various roles to attend this special no cost event for valuable education and networking with the NHA Services preferred business partners. As we transform the way we operate to continuously improve our ability to meet the challenges in health care today, learning about best practices and utilizing the power of our Association as a group makes us all stronger.

Sincerely,

Julie Murray, MA
NHA Services, Inc.
Board Chair & CEO
Merrick Medical Center
Central City, Nebraska



How to Register

imis.nebraskahospitals.org

Registration is required, but the program is complimentary to all staff members of NHA member hospitals.

Hospital Trustee Education Certification Program

This event is pre-approved for **5.0 hours** toward trustee education certification for those enrolled in the program.



ACHE Qualified Education Credit

As an independent chartered chapter of the American College of Healthcare Executives (ACHE), the NHA Research and Educational Foundation is authorized to award **5.0 hours of ACHE Qualified Education continuing education credit** on behalf of NHA Services for this program toward advancement or recertification in ACHE. Participants in this program who wish to have it considered for ACHE Qualified Education credit should list their attendance when they apply to the ACHE for advancement or recertification. Participants are responsible for maintaining a record of their ACHE Qualified Education.

Agenda

8:00 – 8:30 a.m.	Registration & Continental Breakfast
8:30 – 9:00 a.m.	NHA Services Preferred Business Partners Introductions
9:00 – 10:30 a.m.	The Problem is Poverty: Why Poverty and Income Inequality are at the Core of America's High Health Care Spending Kurt Mosley, VP of Strategic Alliances - Merritt Hawkins
10:30 – 11:00 a.m.	Networking break with NHA Services Preferred Business Partners
11:00 a.m. – 12:00 p.m.	Pathways to Patient Satisfaction and Developing a Team of Goodwill Ambassadors Michelle Rathman, President/CEO - Impact! Communications, Inc.
12:00 – 1:00 p.m.	Networking lunch with NHA Services Preferred Business Partners
1:00 – 2:30 p.m.	Coaching for Improved Performance Mike Freel, Ph.D., Director, Healthcare Programs - Bellevue University
2:30 – 3:00 p.m.	Networking break with NHA Services Preferred Business Partners
3:00 – 4:00 p.m.	Coaching for Improved Performance (continued)
4:00 p.m.	Adjourn

Session Descriptions

The Problem is Poverty: Why Poverty and Income Inequality are at the Core of America's High Health Care Spending

This presentation takes a clear-eyed look at what really is driving health care spending in America. While waste and inefficiency clearly exist, poverty is at the core of American's high health care spending, not the nation's physicians, hospitals and other health care providers. Using data and analysis from the landmark book, *Poverty and the Myths of Health Care Reform* by the late Richard "Buz" Cooper, M.D., the session will demonstrate the impact poverty has on health care spending and why addressing social determinants of health is so critical. Participants will recognize the role of population health management and other "enabling services" fashioned specifically for poverty patients.

Pathways to Patient Satisfaction and Developing a Team of Goodwill Ambassadors

Every person working for or on behalf of your hospital or clinic represents an opportunity to create an exceptional patient experience – or chance to fall short of expectations. Every provider and nurse, each manager and employee across all service lines, makes daily decisions about how they will interact and communicate with patients, family members of patients, the community and each other. Because people aren't perfect, it's critical to have fail-safe strategies for achieving "always" patient satisfaction.

Health care reform may be driving the conversation toward quality, however, it certainly is not the only reason for making customer service and patient satisfaction one of your top priorities, because today...it does pay to be nice!

During this presentation, the presenter will provide an insightful breakdown of the difference between forced culture change driven by incentives and penalties, and making culture change personal. During the session, participants will explore the steps to embracing soft-skill change, as well as introduce a right-sized strategy and tool to create a customized "Promise of Excellence" for your hospital's behavior standards related to customer service and providing an outstanding patient experience, every patient, every visit, every time.

Coaching for Improved Performance

Coaching is the manager's number one priority for improving employee and organizational performance, yet very few managers ever receive the opportunity to learn how to be a good coach. Learn what skills it takes to become a good coach and how you can create a culture of coaching within your organization. Participants will analyze reasons for job dissatisfaction relative to coaching. Participants will also complete a self-assessment regarding their coaching skills and will discuss the major characteristics of a coaching culture in the organization.

Speaker Bios

Kurt Mosley

Kurt Mosley serves as Vice President of Strategic Alliances for Merritt Hawkins, a company of AMN Healthcare. With over 25 five years of health care staffing experience, Mr. Mosley is one of the nation's leading authorities on medical staffing trends and has been cited for his expertise in numerous publications. A nationally noted speaker, he has addressed over 90 health care professional organizations over the last two years reaching over 6,500 industry leaders. A graduate of California State University, Fullerton, Mr. Mosley spent several years in professional baseball and now resides in Dallas, Texas.

Michelle Rathman

Michelle Rathman founded Impact! Communications, Inc., in 1989, a leader in health care strategy and communications. Impact's focus includes academic, for-profit, Critical Access and Rural Hospitals, clinics, primary and specialty care provider practices, as well as organizations and associations serving the health care sector. Their work across the U.S. includes strengthening hospital identity and brand, engaging community stakeholders and strategic partners, identifying opportunities to decrease outmigration, improving internal culture, communications, and customer service across service lines and practices, as well as providing transformative professional development that inspires positive change. In 2009, Ms. Rathman wrote and produced an educational documentary about CAHs and the vital role they play in our nation's health care delivery system, and she was a contributor to HRSA's CAH Replacement Manual about staff, community and media engagement. She and her staff are also thought-partners engaged with the National Organization of State Offices of Rural Health, the member organization for the 50 State Offices of Rural Health, providing strategy and structure aimed at transforming National Rural Health Day into a sustainable movement.

Mike Freel, Ph.D.

Dr. Mike Freel is the Director of Healthcare Programs at Bellevue University's College of Arts and Sciences. In this role, Dr. Freel has administrative and faculty duties with Bellevue University's Master of Healthcare Administration, Master of International Healthcare Administration and the Bachelor of Healthcare Management programs. He has a professional background in health care, as well as experience in corporate organization and employee development. He consults with numerous organizations for leadership development and performance management. He is a member of the ACHE and services as the lead faculty for the NHA Leadership Institute. Dr. Freel earned his Ph.D. in Human Resource Development from the University of Nebraska at Lincoln with a focus in leadership and organizational change. His doctoral research involved the exploration of emotional intelligence and clinical nurses.



Guiding Health Care Solutions

For more than 25 years, NHA Services, Inc., has been an essential partner to Nebraska Hospital Association (NHA) members. A subsidiary organization of the NHA, our diverse portfolio of insurance expertise, operational support, financial services, business development and workforce solution services benefits have helped hospitals across Nebraska strengthen their operational and financial performance, improve quality and outcomes, transform infrastructure, and prepare for the future.

NHA Services understands that health care providers need their organizations to run smoothly, efficiently, and cost-effectively with an engaged workforce to take good care of patients and employees in this rapidly changing health care environment.

With decades of experience in the field, NHA Services knows where to look for and how to evaluate the very best solutions. You can be confident that the companies who are Preferred Business Partners have been fully vetted and scrutinized in every aspect. NHA Services helps you streamline the purchasing and vendor contracting process and provides reassurance that you are getting the best value for your dollar.

Doing business with a NHA Services Preferred Business Partner provides direct financial support to all NHA programs as a source of non-dues revenue. The more we share, the more we succeed.

Questions? Contact Jon Borton, Vice President, NHA Services, Inc., at (402) 742-8147 or jborton@nebraskahospitals.org.

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