



2019 SPRING SHOWCASE

Thursday, April 18, 2019 | 8:00 a.m. - 4:00 p.m.

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

NHA Services is all about connecting hospitals and providers with the right companies to *enhance efficiencies, lower costs* and *deliver exceptional* health care quality.

We work hard to find the best business solutions in the marketplace, so you can focus on doing what you do best – delivering exceptional, quality care.

We have no appetite for average. Average is delivered by ordinary organizations.

We exceed expectations. We are extraordinary.

Join us for this **FREE** educational and networking opportunity!

This program is open to staff of NHA's member hospitals only.

The NHA 2019 Spring Showcase provides a day of educational sessions, networking and learning more about the many service lines that are available to help your hospital thrive. Several NHA Services Partners are onsite to speak with you one-on-one.

Preferred Business Partners include the following service lines:

- 340B Prescription Drug Program Management
- Access to online HR Policy Assistance/Employee Handbook Builder
- Business Intelligence/Strategic Planning/Provider Systems/Care Management
- Class Action Lawsuit Monitoring
- Criminal/Work History Background Checks
- Direct Hire/Retained Search/Interim Executives/Supplemental Staffing
- Employee Benefit Management Services
- Employee Tuition Assistance Program
- Financial Services/Cost Reports/Revenue Cycle Compliance
- Health Care Data Management
- HIPAA/Privacy Threat Assessments
- Hospital Laboratory & Patient Blood Management
- Managed IT Services
- Medical Air/Ambulatory Transportation Insurance
- Medical Waste Disposal/Recycling
- Natural Gas Discount Purchasing
- Online Employee Education/Learner Management System
- PACS, RIS/PACS/Mammo PACS/Advanced Visualization/Cardiology
- Physical Therapy/Speech Pathology Services – Program Development/Management Services
- Physician Recruitment
- Real-time Admissions and Discharge Notifications – Linking Providers
- Remote Patient Monitoring
- Supply Chain Management/Access to National GPO Pricing
- Temporary Clinical Staffing Services
- Voluntary Worksite Benefits
- Workers Comp Insurance Coverage



An Invitation

I would like to personally invite staff from our NHA member hospitals to attend the NHA Services 2019 Spring Showcase on April 18, 2019, at Younes Conference Center in Kearney.

It is an exciting time for NHA Services as we continue to grow and adapt, remaining always motivated and responsive to the needs of our member hospitals as we develop new and innovative service line offerings with our preferred business partners. 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.

The NHA Services Board of Directors and NHA staff are carrying out a robust strategic plan. Part of that plan includes this special educational and networking opportunity which is available free-of-charge to NHA members. The education portion of this event will cover topics such as building business relationships by developing conversational skills, understanding the human dynamic of adapting to and leading through organizational change, and how servant leadership can be better implemented and measured in your organization.

Participants will also have the opportunity to visit and network with our current NHA Services preferred business partners in a more informal and casual setting. NHA Services business partnerships provide an advantage to the Nebraska Hospital Association members that they could not obtain individually. These partnerships provide an additional source of funding to provide additional non-dues revenue to the NHA.

I hope as many of your staff from your facility are able to attend this special event for valuable education and networking with the NHA Services partners, all at no charge. 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,



Troy Bruntz
NHA Services, Inc. Board Chair
President & CEO, Community Hospital
McCook, Nebraska

Agenda

8:00 – 8:30 a.m.	Registration & Continental Breakfast
8:30 – 9:00 a.m.	NHA Services Preferred Business Partner Introductions <i>Joint morning session with Nebraska Health Care Administrative Professionals</i>
9:00 – 10:15 a.m.	The Fine Art of Building Business Relationships: One Conversation at a Time - Debra Fine
10:15 – 10:30 a.m.	Break
10:30 a.m. – 12:00 p.m.	The Fine Art of Building Business Relationships (continued)
12:00 – 1:15 p.m.	Networking Lunch <i>Special guest speaker Amy Williams, Head Coach - Nebraska Women's Basketball</i>
1:15 – 2:30 p.m.	Our Permanent Whitewater Work World - Dr. Bill Withers
2:30 – 2:45 p.m.	Break <i>NHA Services Preferred Business Partner prizes announced</i>
2:45 – 4:00 p.m.	The Servant Leader - Dr. Bill Withers
4:00 p.m.	Adjourn

Session Descriptions

The Fine Art of Building Business Relationships: One Conversation at a Time

This is a fast-paced, interactive and entertaining presentation. Together, participants will laugh, learn and leave with insightful and informative conversation tips and techniques on how to strike up conversations and keep them going, avoid conversation “killers,” exit conversations with grace and develop business, non-profit, volunteer and personal relationships. Learn how to turn every meeting or conference, interaction with a client or colleague, social event with a spouse/partner and networking event into an opportunity for success.

Our Permanent Whitewater Work World

This new era of constant and continuous change is what Dr. Withers refers to as our “permanent whitewater world,” and the “new normal.” Yes, it’s important to “keep both oars in the water.” This session will help you understand more about the human dynamic of adapting to and leading through organizational change, complete with the latest research from Harvard, Stanford and MIT.

The Servant Leader

After so many organizational hiccups throughout the last couple decades, the philosophy of Servant Leadership is back in vogue across both business and non-profit sectors, and even larger companies like Southwest Airlines and Starbucks are leading the charge.

This session will explore the history of this management/ leadership philosophy, how it can be better implemented and measured in your organization.

Speaker Bios



Debra Fine

Timidly, at first, she dipped her toes into the pool of small talk. But, Fine soon realized that conversation, like most things in life, comes easier with practice.

The formerly shy, tounge-tied “engi-nerd” is an internationally recognized keynote speaker, corporate motivational speaker, trainer and bestselling author.

A former engineer, Debra Fine established her Denver-based company The FINE Art of Small Talk to teach conversation skills to the C-Suite, managers and stakeholders for use at business networking events, conventions and meetings, trade shows, as well as when interacting with clients, customers and patients. Fine studied the art of conversation as diligently as she had once studied engineering.

A member of the National Speakers Association, Debra Fine receives high accolades from her clients, which include Cisco Systems, Wells Fargo Banks, Hinckley, Allen and Synder, LLP,

Spectra Energy, The US Treasury Department, Toyota, the University of Chicago Booth Graduate School of Business, Lockheed Martin, Vermont Law School and hundreds of associations, Chambers of Commerce and civic organizations across the country.

Fine authored the best-selling books *The Fine Art of Small Talk: How to Start a Conversation, Keep it Going, Build Rapport and Leave a Positive Impression* and the most recent in the Fine Art series: *The Fine Art of Big Talk: How to Win Clients, Deliver Great Presentations and Solve Conflicts at Work*. Her recent media appearances include The Today Show, CNN, The Early Show and NPR Morning Edition. She currently travels as a corporate motivational speaker.



Amy Williams

Amy Williams opened a new chapter in a familiar place after being named the head coach of the Nebraska women’s basketball team on April 11, 2016. Williams, who proved herself as a winner and a program builder in her first nine seasons as a collegiate head

coach, returned to her alma mater to lead a new stage in the Husker program. In her second season with the Big Red, Williams proved again that she could get a program moving in the right direction in a hurry. Williams captured 2018 Big Ten Coach-of-the-Year honors from both conference coaches and media after leading the nation’s biggest turnaround. The Huskers earned a bid into the 2018 NCAA Tournament and finished with a 21-11 record - a nation-leading 14-game turnaround in the win column over 2016-17. Nebraska was also plus-eight in the win column in Big Ten play, finishing the conference season with an 11-5 mark to claim the No. 3 seed in the Big Ten Tournament.



William “Bill” Withers, Ph.D.

Dr. Bill Withers holds a B.A. degree in communications from Winona State University, an M.S. degree in journalism and mass communications from Iowa State University, and a doctorate degree from Drake

University. His research interests lie in the areas of public relations, quality customer service, organizational change, and leadership.

Dr. Withers has more than two decades of management and leadership experience in both business and education, and his research has been presented multiple times at the International Conference on Business. He has both studied and served organization such as Proctor & Gamble, Ritz-Carlton, Disney, Hy-Vee and Starbucks. Closer to home, Dr. Withers is the recipient of both the Chellevoid Award for Teaching Excellence and Advisor of the Year award. He is currently a professor of journalism and communication at Wartburg College in Waverly, Iowa.

Registration

The NHA Services 2019 Spring Showcase is **free of charge** to all employees of NHA member hospitals, but registration is required.

Register online at: <http://tinyurl.com/NHAServicesShowcase19>

Lodging

A block of rooms has been reserved for the evening of April 17, 2019, at the Fairfield Inn & Suites, 510 W. Talmadge Road, in Kearney. Call (308) 236-4200 by **March 27, 2019**. When making your reservation, please mention you are attending the NHA Services 2019 Spring Showcase to receive the discounted rate of \$109.95/night + tax.

Continuing Education Credit

ACHE Qualified Education Credit

As an independent chartered chapter of the American College of Healthcare Executives, the NHA Research and Educational Foundation is **authorized to award 5.25 hours of ACHE Qualified Education continuing education credit** on behalf of NHA Services, Inc. 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 American College of Healthcare Executives for advancement or recertification. Participants are responsible for maintaining a record of their ACHE Qualified Education.

NHA Hospital Trustee Education Certification Program

The NHA Services 2019 Spring Showcase is a pre-approved trustee education certification event for with **5.25 hours that can be used toward obtaining trustee education certification** for those enrolled in the certification program.



NHA Services Preferred Business Partners





Guiding Health Care Solutions

For more than 25 years, NHA Services, Inc., has been an essential partner to Nebraska Hospital Association (NHA) members. We help hospitals and health care providers across the state strengthen their operational and financial performance, improve quality and outcomes, transform infrastructure and prepare for the future.

We offer unparalleled opportunities for addressing the business challenges facing health care organizations. Utilizing our services supports the NHA and benefits all NHA members.

NHA Services is committed to be the first resource Nebraska health care providers turn to for access to workable, cost-effective solutions. Our partners undergo a strategic vetting process and approval by the NHA Services Board of Directors to ensure they provide the right products and services needed to respond to the changing health care landscape. Our preferred business partners have passed our highest standards for quality and service.

At NHA Services, we're all about connecting hospitals and providers with the right companies to enhance efficiencies, lower costs and deliver exceptional health care quality. We work hard to find the best business solutions in the marketplace, so you can focus on doing what you do best – delivering exceptional, quality care.

For more information, contact Jon Borton, vice president, NHA Services, Inc. at (402) 742-8147 or jborton@nebraskahospitals.org.

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NHA Services, Inc. 2019 Board of Directors

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