

Oct. 24 - 26, 2018 | La Vista, NE

NHA
Nebraska
Hospital
Association

NHA 91st Annual Convention

Join us Oct. 24-26, 2018, at Embassy Suites Omaha-La Vista Hotel & Conference Center for top-notch educational programming, social events and the largest health care trade show in Nebraska.

SAVE THE DATE!

**People
&
Passion
Purpose**

Wednesday Keynote
October 24



DR. BRUCE CLARK

One of America's foremost visionaries and authorities on the healthcare business and marketing implications of the "new consumer."

A nationally acclaimed speaker, Dr. Clark's presentations are uniquely enriched by his research-based consumer knowledge about the health and healthcare demands of the new consumer. He has published extensively and is called on frequently by the national media for his candid observations and strikingly accurate predictions. Among Dr. Clark's most prominent accomplishments has been the production of the 20-part PBS series "Caring for an Aging Society."

He launched the Mature Market Study, an ongoing research panel of 3,500 mature consumers in 20 major U.S. markets and recently managed a national study focused exclusively on quantifying the consumer dreams and aspirations of "new mature healthcare consumers."

Thursday Keynote
October 25



SARA ROSS

Expert in helping people and organizations build their "pressure tolerance."

In a world where pressure pervades all aspects of our lives, Sara Ross is uniquely skilled in helping people and organizations build their "pressure tolerance." Her approach and expertise has her quickly becoming the highest rated and sought after "Performing Under Pressure" practitioner in North America. She has challenged and supported leaders of Fortune 500 companies, as well as educational leaders from Harvard Business School, the Orlando Magic, PricewaterhouseCoopers and Xerox, to be their best even in the most difficult pressure-filled situations; a skill proving to be a distinct advantage in today's world. With her trademark balance of energy and passion, she personally connects with her audience whether with an intimate group of ten, or a room of a thousand. Ms. Ross inspires leaders and their people to take personal accountability for their performance by translating the complex science of pressure into simple actionable strategies.

Thursday General Session
October 25



RON GALLOWAY

Researcher, film director and author of business topics related to disruptive technologies and its impact on the future.

Ron Galloway has directed four films, and has authored two books and many institutional reports. His documentary "Why Wal-Mart Works" was the first film to ever hold its premiere in the U.S. Capitol building.

His film "Age Invaders" will be released in 2018. He produces the series "Potentially Disruptive," which premiered on Amazon Prime earlier this year.

Ron Galloway was a finance researcher for 20 years. His work has been written about in the *New York Times*, *the Wall Street Journal* and *New Yorker* magazine. He has appeared on CNN, CNBC, BBC and *The Daily Show*.

Friday Keynote
October 26



KEVIN HINES

Global speaker, best-selling author and mental health advocate who reaches audiences with his story of an unlikely survival and his strong will to live.

Two years after he was diagnosed with bipolar disorder (at 19 years of age), Kevin Hines attempted to take his own life by jumping from the Golden Gate Bridge. He is one of only 34 (less than 1%) to survive the fall, and he is the only Golden Gate Bridge jump survivor who is actively spreading the message of living mentally healthy around the globe.

In 2012, he was awarded a Lifetime Achievement Award for his outstanding work as a suicide prevention advocate and speaker by the National Council of Behavioral Health. He has also been recognized by SAMSHA as a Voice Awards Fellow and Award winner, an Achievement winner by the U.S. Veterans Affairs.

SCHEDULE AT-A-GLANCE

Wednesday, October 24

9:00 – 10:00 a.m.

Opening Keynote

Getting Beyond Healthcare Reform to the Opportunities Ahead: From Policy to Purpose - Dr. Bruce Clark

10:30 a.m. – 12:00 p.m.

Breakout Session 1

The Opioid Epidemic: Implications to Managing Care

Breakout Session 2

Social Media and the Law: Exploring Legal Issues Surrounding Social Use In and Out of the Workplace

Breakout Session 3

Behavioral Health Impacts to the Primary Care Setting

12:00 – 1:15 p.m.

Networking Lunch

12:00 – 1:15 p.m.

Women's Leadership Luncheon

Cara Kirsch - SilverStone Group

1:30 – 3:00 p.m.

Breakout Session 4

The Rise of Convenient Care, Retail Clinics, Healthcare Apps and Robots

Breakout Session 5

Stump a Healthcare Lawyer: Get Those Questions Ready!

Breakout Session 6

Using Blockchain for Identity Management

3:15 – 4:45 p.m.

Breakout Session 7

Patients Before Paperwork

Breakout Session 8

Nebraska State Improvement Plan (SHIP) and Health Equity

Breakout Session 9

How to Keep Your Organization Out of Tomorrow's Headlines

5:30 – 9:00 p.m.

NHA Awards Banquet

NHA 91st Annual Convention

Thursday, October 25

8:00 a.m. – 5:00 p.m.

Health Care Resource Displays

9:00 – 10:00 a.m.

Thursday Keynote

Performing Under Pressure: The Science of Emotional Intelligence - Sara Ross

10:15 – 11:45 a.m.

Breakout Session 10

Embracing the Value of Your Rural Health Clinic

Breakout Session 11

What's New for HIPAA and 42 C.F.R. Part 2? Current Guidance and Enforcement Trends

11:30 a.m. – 1:00 p.m.

Trade Show & Lunch

1:00 – 2:30 p.m.

Breakout Session 12

Doctor, Doctor, Give Me the News...On Managing Employee Requests Under FMLA and ADA

Breakout Session 13

Riding Off Into the Sunset? A Trail Guide to Succession Planning

3:00 – 4:30 p.m.

General Session

The Disruptors: How Amazon, Google and Apple Plan to Change the Face of Healthcare - Ron Galloway

4:30 – 6:00 p.m.

Trade Show & Sponsors' Social

Friday, October 26

8:00 – 9:00 a.m.

NHA Annual Business Meeting

9:15 – 10:15 a.m.

Open Forum Sessions (CEO & HR)

10:30 – 11:30 a.m.

Closing Keynote

Cracked Not Broken - Kevin Hines

12:00 – 1:30 p.m.

The Caring Kind Awards Luncheon

THE CARING KIND AWARDS LUNCHEON

For 39 years, Nebraska hospitals have recognized their finest at this beloved annual event. Hundreds of honorees, family, friends and co-workers gather together to celebrate. Please join us on Friday, October 26, as we honor those hospital employees who exemplify caring, compassion and service excellence by presenting them with *The Caring Kind* award.

Nebraska Hospital Association member hospitals from across the state select one recipient from within their respective institutions to be recognized at The Caring Kind Awards Luncheon during the NHA Annual Convention. The recipients of this prestigious award have risen above and beyond the call of duty to demonstrate compassion for patients, cooperation with co-workers and dedication to excellence in their job responsibilities.

NEBRASKA'S LARGEST HEALTH CARE TRADE SHOW

The NHA 2018 Annual Convention is the largest health care trade show in Nebraska, which hosts 100 exhibitors. Enjoy a fresh box lunch and visit many business partners of Nebraska's hospitals.

The trade show opens at 11:30 a.m. on Thursday, October 26, with a sponsors' social from 4:30 - 6:00 p.m.

Drawings will be held during the trade show. Visit our many business partners and learn about the diverse products, services and new trends that can help your hospital prosper.

AWARDS BANQUET

The Nebraska Hospital Association is proud to host this special awards banquet on Wednesday, October 24. We will recognize achievements that have enhanced and brought honor to Nebraska's hospitals. These awards reflect excellent personal or organizational accomplishments within the Nebraska hospital community. Awards presented will include recognition of outgoing board members of the NHA, NHA Foundation, NHA Services and Bio-Electronics, and recognition of the outgoing NHA board of directors chair. Additional awards presented include Meritorious Service awards, Trustee of the Year award, Quest for Excellence awards and the NHA's highest award of honor, the Excellence in Service award. Graduates of Class XV of the NHA Leadership Institute will be also be recognized.

Serving as emcee is Rich Claussen. After a 30-year career in a nationally-recognized advertising firm, Claussen is now spurring innovation and entrepreneurship as *Prosper Lincoln's* Innovation Ambassador. As a Partner, Executive VP and General Manager of Bailey Lauerman, Claussen was recognized as the Marketer of the Year by the American Marketing Association's (AMA) Lincoln Chapter, Advertising Man of the Year and Silver Medal recipient by the Advertising Federation of Lincoln, served three years on the AMA's National Professional Chapters Council and in 2013 was inducted into the AMA Hall of Fame.

ALLIED HEALTH CARE ORGANIZATION MEETINGS

Learn about current issues from several health care organizations including:

- American College of Healthcare Executives of Nebraska & Western Iowa/ Heartland Healthcare Executive Group (ACHE/HHEG)
- Healthcare Financial Management Association - Nebraska Chapter (HFMA)
- Nebraska Hospital Human Resource Professionals (HR)
- Nebraska Society for Social Work Leaders in Health Care (NSSWLHC)
- Nebraska Society of Healthcare Engineers (NSHE)
- Nebraska Healthcare Marketers (NHM)



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