



NHA 91st Annual Convention



**People
Passion
&
Purpose**

NHA Nebraska
Hospital
Association



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

AXIS
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This educational activity is jointly
provided by AXIS Medical Education
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AN INVITATION

Dear colleagues,

The theme of this year's annual convention is **"People, Passion & Purpose."** There has never been a time in health care where these core principles have been more important.

With so many new disruptors in our marketplace, increased demands on payments, a continued workforce shortage and an ongoing flux with respect to national health care policy, it is important that we remind ourselves of the ultimate goal — delivering the highest quality patient care.

People

We kick off the NHA 91st Annual Convention with Dr. Bruce Clark, health care's foremost visionary and authority on the business and marketing implications of the "new consumer." Thursday's keynote speaker Sara Ross is uniquely skilled in helping people and organizations build their "pressure tolerance."

During Thursday's general session, Ron Galloway, film director and business author, will provide a glimpse of disruptive technologies and their impact on the future. On Friday, best-selling author Kevin Hines will share his emotional journey and recovery from surviving a suicide attempt by jumping off the Golden Gate Bridge. He has used this experience to become a leading advocate for suicide prevention.

Passion

Many health care providers say they knew at an early age that they were called to enter the health care field. Their passion for helping others runs deep. Their hands were created for serving, teaching and healing. Through their skilled, experienced and caring hands, the nearly 42,000 employees of Nebraska's hospitals make a difference in their communities — 24/7, 365.

Purpose

In addition to our keynote sessions, the NHA Annual Convention provides attendees with access to nearly 50 educational learning sessions, providing the latest trends, updates, innovations and best practices in health care. Attendees can also exchange ideas with peers, earn continuing education credits and gain innovative strategies and ideas from acknowledged experts from across the country.

The NHA Annual Convention provides an excellent opportunity to view and evaluate state-of-the-art health care products and services at the largest health care trade show in the state. Our Convention features an open dialogue session for C-suite leaders, and several allied health care organizations also hold their annual meetings during the event.

In step with our nearly forty years of tradition, the Convention concludes with the 39th annual *The Caring Kind* Awards Luncheon, where Nebraska hospitals recognize their finest employees at this annual celebration of caring and outstanding health care leadership.

We hope you make attendance at this year's Convention a priority. This annual event is a tremendous opportunity for all of us to learn, network and collaborate on strategies that will lead us well into the future.

We look forward to seeing you in La Vista in October.

Sincerely,



Marty Fattig, ACHE
Chief Executive Officer
Nemaha County Hospital, Auburn
Chair, NHA Board of Directors



Laura J. Redoutey, FACHE
President
Nebraska Hospital Association

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HOW TO REGISTER

Register online: tinyurl.com/NHAConvention18

To make the online registration process as easy as possible, see pages 43-44 to view pricing and information.

Download materials before the Convention

All speaker presentations and handouts for this event will be posted on the NHA website at https://www.nebraskahospitals.org/education/events/nha_annual_convention.html. You may view the handouts or print them out before or after the event.

Please note: paper copies of these handouts will not be available on site at the convention. Files will be posted on the NHA website approximately 7 days prior to the event and will remain online for 14 business days following the event.

Materials provided at the Convention

When you arrive at the convention, check in at the NHA Annual Convention registration desk located inside the convention center entrance to receive a portfolio containing your name badge, and event and program information. Your name badge serves as your admittance to all sessions, events and receptions.

Your portfolio is provided by



Stay connected with the NHA



Continue the conversation during the Convention via Twitter by following @NebHospitals or using #NHA CONV18

Download the new NHA 365 mobile app

Stay connected with the NHA year-round by downloading our new 365 mobile app. This new app can be utilized for much more than just during the Convention. However, you can still view the presentations at the event, take notes during sessions, network with attendees, receive alerts, view your session schedule and much more! Learn more on page 7.

ANNUAL CONVENTION SPONSORS

The NHA would like to thank its generous sponsors for their support in making the NHA 2018 Annual Convention possible:

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WHO SHOULD ATTEND

This activity has been designed to meet the educational needs of health care professionals including CEOs, COOs, CFOs, CNOs, senior executives, governing board members, patient care and nursing leaders, quality and safety officers, health care attorneys, compliance officers, department managers, PR, communications/marketing directors, HR directors, education and staff development directors, and IT directors.

During the NHA 2018 Annual Convention, attendees will be able to:

- Access nearly 50 learning sessions providing the latest trends, innovations and best practices in health care.
- Exchange ideas with peers and decision makers at keynote and breakout sessions, breaks and special events.
- Participate in outstanding keynote sessions featuring nationally recognized professionals.
- Gain leading edge strategies and ideas from acknowledged experts from across the country.
- View and evaluate state-of-the-art health care products and services.



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PROGRAM OBJECTIVES

- Outline the challenges of trying to determine appropriate treatment options that meet the needs of the patient and formulate strategies for reducing the risk of opioid misuse in the patient population.
- Identify developing legal issues surrounding Facebook, Twitter and LinkedIn and distinguish what you can and cannot do in terms of regulating employee use.
- Describe quality indicators specific to behavioral health and how they impact primary care, and inform attendees of future initiatives that impact local community hospitals, especially if they are serving an inpatient population.
- Devise a game plan to keep the most critical roles functioning when valuable human resources no longer exist due to unplanned departures, promotions, illness, family crisis or retirement.
- Compare the interaction of 42 CFR Part 2 with HIPAA and SAMHSA's further guidance to formulate practical, actionable ideas and best practices to strengthen health care data privacy and security programs protecting substance abuse records.
- Investigate employee requests for leave and other accommodations under the federal FMLA, ADA and applicable state law requirements to guide employers in evaluating and responding to these requests.
- Construct a plan to transform hospitals and RHCs into a combined powerhouse to achieve the quadruple aim.
- Explain how three of the world's largest companies plan to dominate health care by leveraging their scale and data expertise and new technologies such as ambient intelligence, wearables and the health care Internet of Things (IoT), artificial intelligence and quantum computing, DNA datamining and predictive medicine, EHRs and the Blockchain, and advanced telemedicine and robotics.
- Explore the emerging practice models attempting to make health care more convenient and consumer-driven, including retail clinics, urgent care centers, mobile health care apps, physician robots and the re-emergence of house calls.
- Review information to challenge health care attorneys about their knowledge of health care law.
- Evaluate the origins of Blockchain, the technical background and forecast the promise it holds for the health care industry.
- Identify information and updates on Patients Over Paperwork, focusing on evaluating and streamlining regulations and operations with the goal to reduce unnecessary burden, increase efficiencies and improve the customer experience.
- Discuss the collective work being done as part of the Nebraska State Health Improvement Plan to improve the health and quality of life for all individuals, families and communities across Nebraska, emphasizing the efforts of the Health Equity Priority Committee to advance health equity in Nebraska, and how this work aligns with the AHA's Equity of Care campaign.
- Advocate for the importance of anti-harassment training as a tool for avoiding employee problem behaviors and minimizing the risk of post-termination discrimination claims.
- Demonstrate the brain science of Emotional Intelligence and assemble strategies to manage emotions so you can be at your best in your most difficult moments.
- Advocate for and defend the need of support and treatment for those struggling with mental illness and suicidal ideation. Endorse the concept of living mentally well in the face of mental illness.

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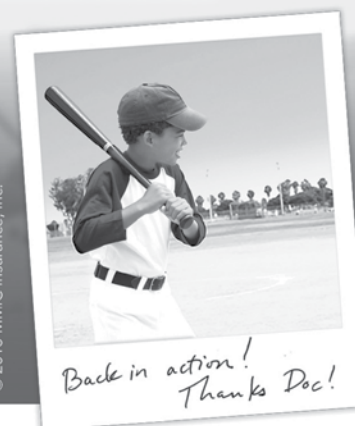
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NHA PROGRAMS AT-A-GLANCE

Wednesday, October 24

7:00 a.m. – 5:00 p.m.

NHA registration desk open

9:00 – 10:00 a.m.

Opening Keynote Session

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



9:00 a.m. – 5:00 p.m.

Convention Bookstore Open



10:00 – 10:30 a.m.

Break



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 Media 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

Building a Talent Pipeline: Equip, Empower and Encourage Women - Cara Kirsch



1:30 – 3:00 p.m.

Breakout Session 4

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

Breakout Session 5

Stump a Health Care Lawyer: Get Those Questions Ready!

Breakout Session 6

Using Blockchain for Identity Management

3:00 – 3:15 p.m.

Break



3:15 – 4:45 p.m.

Breakout Session 7

Patients Over Paperwork

Breakout Session 8

A Collective Impact Approach to Advancing Health Equity in Nebraska: Steps Your Organization Can Take to Get Involved

Breakout Session 9

How to Keep Your Organization Out of Tomorrow's Headlines: Proper Use of Sexual Harassment Training and Conducting Internal Investigations

5:30 – 9:00 p.m.

Awards Banquet



Reception begins at 5:30 p.m. Dinner at 6:00 p.m.

10:00 a.m. - 4:30 p.m.

NHA Leadership Institute Session

Thursday, October 25

6:30 a.m. – 5:00 p.m.

NHA registration desk open

8:30 a.m. – 5:00 p.m.

Health Care Resource Displays Open

9:00 – 10:00 a.m.

Keynote Session 2

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



9:00 a.m. – 5:00 p.m.

Convention Bookstore Open



10:00 – 10:15 a.m.

Break



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 CFR 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

2:30 – 3:00 p.m.

Break



3:00 – 4:30 p.m.

General Session



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

4:30 – 6:00 p.m.

Trade Show Sponsors' Social

8:00 – 9:30 p.m.

NHA Political Action Committee Social

(Exclusively for NHA PAC contributors)

Friday, October 26

7:00 a.m. – 1:00 p.m.

NHA registration desk open

8:00 – 9:00 a.m.

Annual Business Meeting

(Open to NHA member hospital staff only)

9:15 – 10:15 a.m.

Open Dialogue Sessions

(Open to NHA member hospital staff only)

- CEO open dialogue session

- HR open dialogue session

10:15 – 10:30 a.m.

Break



10:30 – 11:30 a.m.

Closing Keynote Session

Cracked, Not Broken - Kevin Hines

11:40 a.m.

Doors open for *The Caring Kind* Awards Luncheon

12:00 – 1:30 p.m.

39th Annual The Caring Kind Awards Luncheon



METHODIST

ALLIED HEALTH CARE ORGANIZATION PROGRAMS AT-A-GLANCE

Wednesday, October 24

American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

9:00 a.m. – 4:00 p.m. Process and Technique of Negotiating

Healthcare Financial Management Association (HFMA) Nebraska Chapter

9:00 – 10:00 a.m. NHA Opening Keynote Session

10:30 a.m. – 12:00 p.m. Healthcare Revolution: The Patient is the New Payer

1:00 – 1:45 p.m. Update From the Washington Beltway

1:45 – 2:30 p.m. Nebraska Department of Insurance Update

2:45 – 4:00 p.m. Cost Report 101: The Theory and the Basics

4:15 – 5:00 p.m. Panel: Best Practices in Cost Report Preparation

Nebraska Healthcare Marketers (NHM)

1:30 – 3:00 p.m. Working Together to Achieve One Goal

3:15 – 4:15 p.m. The Patient Journey: How to Ride the Wave

Nebraska Hospital Human Resource Professionals (HR)

9:00 – 10:00 a.m. NHA Opening Keynote Session

10:30 a.m. – 12:00 p.m. Surprise! Surprise! Surprise!

1:30 – 3:00 p.m. A Pop Culture Primer on Avoiding Employment Claims: Best Practices for Conducting Employee Evaluations, Workplace Investigations, Employee Discipline and Termination

3:15 – 4:45 p.m. Big Goals? No Problem

Thursday, October 25

American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

7:00 – 8:30 a.m. Networking Breakfast & Annual Meeting

Healthcare Financial Management Association (HFMA) Nebraska Chapter

9:00 – 10:00 a.m. NHA Keynote Session 2

10:15 a.m. – 12:00 p.m. Leading Multiple Generations Within Your Organization

1:15 – 2:45 p.m. Physician Recruitment Panel

3:00 – 4:30 p.m. NHA General Session

Nebraska Healthcare Marketers (NHM)

8:30 – 10:00 a.m. Posting with Caution: How to Stay HIPAA Compliant When Using Social Media

10:15 – 11:45 a.m. You Can't Do What? Legal Guidance for Marketing

1:00 – 2:30 p.m. Goals Aren't Important

3:00 – 4:30 p.m. You Have 10 Seconds: How to Share Your Mission Powerfully

Nebraska Hospital Human Resource Professionals (HR)

10:15 – 11:45 a.m. The Measure of Success

1:00 – 2:30 p.m. The Latest Trends in Labor and Employment Law

3:00 – 4:30 p.m. NHA General Session

Nebraska Society of Healthcare Engineers (NSHE)

9:00 a.m. – 4:00 p.m. NSHE Fall Meeting

Nebraska Society for Social Work Leaders in Healthcare (NSSLHC)

8:00 a.m. – 5:00 p.m. NSSLHC Fall Meeting

Friday, October 26

Healthcare Financial Management Association (HFMA) Nebraska Chapter

8:30 – 9:15 a.m. HFMA's Adopter Program and MAP Awards - Pt. 1

9:30 – 10:15 a.m. HFMA's Adopter Program and MAP Awards - Pt. 2

10:30 – 11:30 a.m. NHA Closing Keynote Session

Nebraska Healthcare Marketers (NHM)

8:30 – 9:30 a.m. Marketing in Motion: The Value of Video

9:45 – 10:15 a.m. NHM Business Meeting & Bright Idea Award Presentation

10:15 – 10:30 a.m. Around the Room

10:30 – 11:30 a.m. The Best Ideas are Stolen or Borrowed Panel Discussion

Nebraska Hospital Human Resource Professionals (HR)

9:15 – 10:15 a.m. HR Open Dialogue Session

10:30 – 11:30 a.m. NHA Closing Keynote Session

Nebraska Society for Social Work Leaders in Healthcare (NSSLHC)

8:00 – 11:30 a.m. NSSLHC Fall Meeting

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PRESENTER BIOGRAPHIES



Vickie B. Ahlers represents health care clients at Baird Holm LLP with respect to a variety of issues including regulatory, transactional and contracting issues, HIPAA, medical staff and allied health professionals issues, organizational compliance and compliance with FDA medical device regulations. She also

focuses her practice on privacy and data protection issues for businesses across all industry sectors. Ms. Ahlers is the Chair of the Firm's Health Care section and leads the firm's Privacy & Data Protection group. Since 2007, she has been selected by her peers for inclusion in The Best Lawyers in America® in the field of Health Care Law, and was named Best Lawyers' Omaha Healthcare Lawyer of the Year for 2013. @BairdHolm



Jeff Bramschreiber is a partner at Wipfli, LLP. He has worked with all types and sizes of medical practices from sole practitioners to 200+ physician medical groups, in both urban and remote rural locations since 1986. These diverse operations run the full spectrum from independent practices to those affiliated with

an integrated health care delivery system. He has successfully developed strategies to improve revenue, reduce costs and enhance the profitability of numerous medical practices.

@Wipfli_LLP



Dr. Bruce Clark has emerged as one of America's foremost visionaries and authorities on the business and marketing implications of an aging population. In 1986, he co-founded Age Wave LLC, the leading marketing communication firm specializing in baby boomers and mature consumers. He

also co-founded IPG, a firm created to guide organizations in advertising, customer service and alternative futures. Many of his groundbreaking business initiatives in financial services, health care and consumer products, among other industries, have significantly defined this emerging market niche. He works extensively with the boards and management teams of leading companies worldwide, implementing IPG's proprietary LifeChange/LifeChoice consumer segmentation model to maximize sales and marketing results. He has published extensively and is called on frequently by the national media for his candid observations and strikingly accurate predictions.



Ron Galloway is a researcher, the director of four films, and the author of two books and many institutional reports. He researches business topics related to disruptive technologies and their impact on the future. 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 in early 2018. 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 Jon Stewart's Daily Show. @rongalloway



Dr. Sandra Gonzales has been working as Syndromic Surveillance Epidemiologist at the Nebraska DHHS for the past five years. She coordinates the NDHHS Syndromic Surveillance Program activities and engages with partners at state, local health departments and medical facilities to

establish and maintain collaborations for the enhancement of health surveillance activities through Nebraska. @NEDHHS



Chris Henkenius is the founder and CEO of H4 Technology. His first health care product was an access database he built for the men's homeless shelter program where his mom was the caregiver. That's the origin of H4 Technology. Caregivers need data. Data improves quality. Quality helps patients. He is

a serial entrepreneur with the desire to transform health care, starting with bits and bytes. His specialties include ACO & HIE Sustainability, setup, governance, strategic planning, business planning and policy development. @H4Technology



Kevin Hines attempted to take his own life by jumping off the Golden Gate Bridge two years after he was diagnosed with bipolar disorder (at 19 years of age). 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

@KevinHinesStory

recognized by SAMSHA as a Voice Awards Fellow and Award winner, and Achievement winner by the U.S. Veterans Affairs.



Christine Hoskin provides comprehensive risk management services to health care systems, hospitals, clinics and doctors for MedPro Group. She has been involved in risk and quality management throughout her career, providing oversight of clinical education, epidemiology, safety, accreditation, risk

management, quality improvement and nursing. She has experience in a range of care settings — including both inpatient and outpatient facilities, primary care, specialty care, dental care and rehabilitation — and with various patient populations. These opportunities have enabled Ms. Hoskin to develop a strong understanding of the challenges and opportunities facing health care providers and organizations.



Jill G. Jensen's practice at Cline Williams involves advising nonprofit and for-profit health care clients on a variety of health care issues, including those relating to medical records, HIPAA, the Federal Anti-Kickback Statute, the Stark Statute, EMTALA/COBRA, antitrust, proposed joint ventures and

affiliations, physician recruitment, physician compensation plans, medical staff-hospital relationships, medical staff bylaws, rules and regulations, hospital administrative policies, emergency department policies, patient consent and record retention programs. She also advises employers regarding employment contracts and severance agreements, wage and hour issues, Title VII, ADA and Family and Medical Leave Act.



Cara A. Kirsch is Vice President, Group Benefits, for SilverStone Group. She focuses on new business sales and building relationships with clients and prospects. In 2012, she was recognized by the *Midlands Business Journal* with the 40 Under 40 Award. In early 2017, she was featured in a special

"Women in Business" issue of 828 magazine. Prior to joining SilverStone Group, she was the director of large and national account sales for Blue Cross Blue Shield of Nebraska. Ms. Kirsch serves on several local boards, including the Omaha Association of Health Underwriters, the Child Saving Institute and the Bellevue Chamber of Commerce. @SilverStoneGrp

PRESENTER BIOGRAPHIES



Kimberly A. Lammers assists clients at Baird Holm LLP with advice and representation for issues relating to Federal health care program fraud and abuse laws, regulatory compliance, Medicare and Medicaid reimbursement, clinical denials and appeals including RAC audits, contracting, medical staff, licensure, credentialing, conflict of interest, and human subject research and IRB issues. Prior to joining the firm, she spent 13 years working for a large health system in the areas of compliance and revenue cycle, and most recently served as that health system's Vice President of Compliance.

@BairdHolm



Kelli P. Lieurance is a partner at Baird Holm LLP. She advises and trains clients on general day-to-day employment issues, including those related to FLSA, FMLA and other federal and state regulations. She also advises and defends employers on EEO matters, and prior to joining the firm, served as a legal intern for the Equal Employment

Opportunity Commission, Office of Federal Operations, in Washington D.C. She develops and has successfully defended many Affirmative Action Programs before the OFCCP, and counsels clients on all aspects of Affirmative Action compliance. Ms. Lieurance also focuses on the implications of technology and social media use in the workplace.

@BairdHolm



Kurt Mosley serves as Vice President of Strategic Alliances for Merritt Hawkins and Staff Care, companies of AMN Healthcare, the innovator in health care workforce solutions. With over 25 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, including *USA Today*, *U.S. News & World Report*, *Modern Healthcare*, *Hospitals & Health Networks*, *HealthLeaders*, *Medical Economics* and many others. He has also been heard on XM Radio's "Reach M.D." program. His is a regular columnist for the noted recruiting website *RecruitingTrends.com*. @Kurt_Mosley



Tina Nazier is Health Care Strategic Alignment Director at Wipfli, LLP. As one of the leaders of the health care practice, she focuses her strategic knowledge, leadership experience, professional coaching, and analytical skills to help clients effectively address their strategic and operational challenges. Drawing on more than 20 years of experience in leadership, organizational and cultural development, strategy and operations, she helps executives overcome the major issues that create roadblocks to reaching their full potential.

@Wipfli_LL



Josie Rodriguez has worked for the State of Nebraska for more than 22 years. She joined the Nebraska DHHS as the Administrator of the Office of Health Disparities and Health Equity in September of 2011. Her responsibilities include administering and directing all aspects of the office, increasing awareness of the office and major health problems that affect racial and ethnic minorities, establishment of priorities to advance health equity in Nebraska, and building and enhancing collaborative relationships with stakeholders to achieve health equity for all Nebraskans. @NEDHHS



Sara Ross is the Vice President – Head of Innovation, Research and Training at the Institute for Health and Human Potential (IHHP). 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. Ms. Ross has a Master of Science (MSc.) from the University of Waterloo, is a CFI-trained Performance Coach and is IHHP's Master Certifying Practitioner in the "Performing under Pressure" curriculum and assessments. @SaraRoss



Susan K. Sapp has a general civil trial practice at Cline Williams, which includes labor and employment issues, medical and legal malpractice defense and insurance defense. She represents school districts, hospitals, doctors, employers and insurance companies in all aspects of legal representation.



Tara A. Stingley specializes in employment law at Cline Williams, advising large and small businesses in a variety of industries on compliance with federal, state and local employment laws and regulations. She assists clients in developing employment policies and provides guidance on best employment practices, employment/termination decisions, and avoiding employment litigation and claims. She advises clients on Title VII, the Americans with Disabilities Act, Family and Medical Leave Act, the Fair Labor Standards Act, the Age Discrimination in Employment Act, and other similar federal, state and local laws and regulations.



Michelle Wineinger is Health Insurance Specialist for the Centers for Medicare & Medicaid Services Kansas City Regional Office. She currently serves as the CMS Region 7 Professional Relationships Lead and Rural Health Coordinator. She has also served as the Provider Liaison, Marketplace Lead for the Division of Financial Management and Fee for Service Operations (DFMFFSO), National Medicare Training Program Coordinator, SHIP liaison, Military/Veteran Outreach Lead, and Regional Lead for Durable Medical Equipment, Prosthetics, Orthotics, and Supplies (DMEPOS) Competitive Bidding Program Implementation. Ms. Wineinger was part of the Medicare Part D implementation team and has experience in Medicare Secondary Payer, Coordination of Benefits, and several other Medicare Part A and B policy areas. @CMSGov

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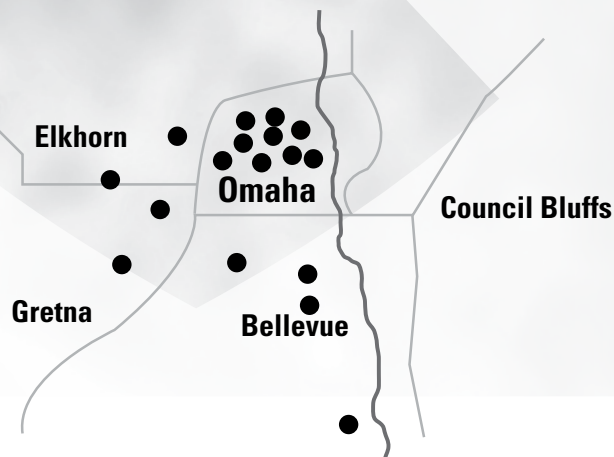
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NHA PROGRAMS | WEDNESDAY, OCTOBER 24

Opening Keynote Session

9:00 – 10:00 a.m.

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



In this session, Dr. Bruce Clark delivers five trends that will redefine our future in health care:

1. It's about "health purpose" not "health policy." What matters most for your constituents in post-reform America is to stay laser-focused on how

customer/patient needs and concerns are evolving vs. getting too mired in the details of reform. For them, it is about "health purpose" vs. "health policy." You want attendees to leave your meetings thinking about the opportunities they have to make a real difference in the lives of millions of consumers who are uncertain at this transformative moment in American health care.

2. The demise of the patriarchal system: The health care cost, insurance and benefits crisis continues post reform.

As consumers enter their high utilization years, "faith in" health care is being replaced by "fear of" health care. Health care costs and the loss of insurance and benefits consistently rank at the top of lists of what consumers fear most. Just as Americans have had to assume the burden of financing their retirement, they are now confronted with the additional burden of financing their health care. The defining characteristics of patients in a post-health care reform world.

3. A "new consumer" marketplace. What recent research reveals about the perspectives of providers, employers and consumers on the future of health care, what consumers want from their health care provider, and strategies for successfully segmenting this emerging market. What this "new consumer" wants from health care and the business opportunities that are about to emerge in care giving, community health care, digital health and the home care revolution.

4. Our multi-generational marketplace. Eighty million baby boomers are entering their high utilization years with unprecedented service demands, a redefinition of quality and little in common with the previous generations' "reverential" approach to their health care providers. Health care is poorly prepared to address "generational diversity" and boomers, not to mention millennials and Xers, will be the most demanding and skeptical consumers to ever inhabit a waiting room. What are the service and quality demands of this new consumer?

5) Technology: The game changer. Advances in technology are a familiar story in health care, but when combined with breakthroughs in biotechnology, we find ourselves in uncharted territory. From genomics and advances in medical devices to new diagnostic tools and treatments, technology will present unprecedented opportunities, but these will be accompanied by new challenges to our bioethical concerns with privacy, risk, end-of-life care and cost.

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10:00 – 10:30 a.m. Break

Breakout Sessions 1, 2 & 3

10:30 a.m. – 12:00 p.m.

1 | The Opioid Epidemic: Implications to Managing Care

Presenter: Christine Hoskin, Senior Patient Safety & Risk Consultant - MedPro Group

While an opioid epidemic sweeps the nation, providers face the challenge of trying to determine appropriate treatment options that meet the needs of the patient and fall into nationally published guidelines. This session addresses these challenges and offers strategies for reducing the risk of opioid misuse in your patient population.

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

Presenter: Kelli Lieurance, Partner - Baird Holm, LLP

With the continuing expansion of technology, employers face unique challenges to assure their policies and procedures are both legally compliant, and help minimize legal liability. This session will highlight some of the developing legal issues surrounding Facebook, Twitter and LinkedIn, including a practical discussion of what you can and cannot do in terms of regulating employee use.

3 | Behavioral Health Impacts to the Primary Care Setting

Presenter: Chris Henkenius, Founder & CEO H4 Technology, LLC

As CMS continues to move toward value-based care models for behavioral health, as well as home health models, primary care settings (like hospitals who treat these clients upon arrival in the emergency department), will see significant impacts. This session will focus on the policy trends and what providers can do to prepare. We will discuss quality indicators specific to behavioral health and how they impact primary care, and future initiatives from the Department of Corrections, mental health boards, DUI diversions, etc. — all of which impact a local community hospital, especially if they are serving an inpatient population. Finally, coordination of care between primary care and mental health has been a hot topic for many years, and some communities are moving quickly toward that integration.

Networking Luncheon

12:00 – 1:15 p.m.

Enjoy a buffet lunch and network with your peers. Lunch provided courtesy of Medical Solutions.

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NHA PROGRAMS | WEDNESDAY, OCTOBER 24

Women's Leadership Luncheon 12:00 – 1:15 p.m.

Building a Talent Pipeline: Equip, Empower and Encourage Women

Cara Kirsch - SilverStone Group



Executive women in many industries find themselves achieving goals, building high performing teams, obtaining wealth and taking time to nurture their spirit. But what does it take to get there? Were there mentors and sponsors along the way? Or, was it a daily grind to prove worth and achieve necessary goals and results? When you get to the top, how do you take your learnings (and position) and send that elevator door back down to support, empower and promote other women? During this session, attendees will gain a deeper understanding of why it is so critically important to support and hold that door for others.

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Breakout Sessions 4, 5 & 6 1:30 – 3:00 p.m.

4 | The Rise of Convenient Care, Retail Clinics, Health Care Apps and Robots

Presenter: Kurt Mosley, Vice President of Strategic Alliances - Merritt Hawkins

In an era of physician shortages and limited access to these physicians, the convenient care model strives to reduce appointment wait times and utilize emerging technology to find new ways to access physicians. This session explores the emerging practice models attempting to make health care more convenient and consumer-driven, including retail clinics, urgent care centers, mobile health care apps, physician robots and even the re-emergence of house calls.

5 | Stump a Health Care Lawyer: Get Those Questions Ready!

Presenters: Vickie B. Ahlers and Kimberly Lammers Baird Holm, LLP

This session will feature a panel of Baird Holm health care attorneys who will briefly discuss the latest developments in health care law, and then open the floor for questions about health care law from the attendees. Attendees will also have the opportunity to submit written questions during the session if they would prefer not to identify themselves.

6 | Using Blockchain for Identity Management

Presenter: Chris Henkenius, Founder and CEO H4 Technology, LLC

Master Patient Indexes are critical components for any health care organization. The positive identification of a patient across organizations is a patient safety issue as much as an administrative and financial requirement. New technology called Blockchain holds promise for organizations looking to maintain a proactive patient index without the cost of traditional Master Patient Index solutions. This session will explain the origins of Blockchain, the technical background and the promise it holds for the health care industry.

3:00 – 3:15 p.m. Break Sponsored by: 
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Breakout Sessions 7, 8 & 9 3:15 – 4:45 p.m.

7 | Patients Over Paperwork

Presenter: Michelle Wineinger, Health Insurance Specialist - Centers for Medicare & Medicaid Services

The Centers for Medicare & Medicaid Services (CMS) Kansas City Regional Office will provide information and updates on Patients Over Paperwork (POP), a high-priority initiative for CMS. POP focuses on evaluating and streamlining regulations and operations with the goal to reduce unnecessary burden, increase efficiencies and improve the customer experience.

The agency uses several tactics to understand burden, including formal requests for information, customer-centered work groups, human-centered design and engaging stakeholders. CMS is acting on suggestions for improvement, takes all comments under consideration and, if possible, simplifies or clarifies the requirement through sub-regulatory guidance. In addition to POP, information on the Quality Payment Program, proposed 2019 Payment Rules and the new Medicare card will be shared, including available resources and opportunities to provide feedback on how CMS policies impact providers.

8 | A Collective Impact Approach to Advancing Health Equity In Nebraska: Steps Your Organization Can Take to Get Involved

Presenters: Josie Rodriguez, Office of Health Disparities and Health Equity Administrator and Dr. Sandra Gonzales, Syndromic Surveillance Epidemiologist - Nebraska Department of Health and Human Services

This session will provide participants with information about the collective work being done as part of the Nebraska State Health Improvement Plan to improve the health and quality of life for all individuals, families and communities across Nebraska. Special emphasis will be placed on the efforts of the Health Equity Priority Committee to advance health equity in Nebraska, and how this work aligns with the American Hospital Association's Equity of Care campaign.

Learn about the initiatives and strategies Lexington Regional Health Center is undertaking to advance health equity. Participants will also gain an understanding of how near real-time EHR data could be used to assist your organization in health equity work, including disease surveillance, assessing patient demographics and risk factors that influence health outcomes, and health care utilization. Participants will also have an opportunity to discuss and provide feedback on the challenges of collecting demographic data within their organization.

NHA PROGRAMS | WEDNESDAY, OCTOBER 24

9 | How to Keep Your Organization Out of Tomorrow's Headlines: Proper Use of Sexual Harassment Training and Conducting Internal Investigations

Presenter: Susan K. Sapp - Cline Williams

Anti-harassment training must be an arrow in the quiver of every health care employer, as it is the best tool for avoiding employee problem behaviors and minimizing the risk of post-termination discrimination claims. Detailed training for all employees and specialized training for organizational leaders is an employer's best defense against seeing its name in tomorrow's headlines. Complacency in the workplace has caused an uptick in sexual harassment claims, so proper investigation and remedial action must continue to be taken despite some people's perception that the workplace rules have become more lax. The law has not changed in the area of anti-harassment claims and proper investigation must occur in response to allegations of inappropriate behavior — all the way from the highest ranking executive to the entry level hourly employee.

Awards Banquet 5:30 – 9:00 p.m.

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The reception begins at 5:30 p.m. and dinner at 6 p.m. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Meritorious Service Awards*, *Trustee of the Year Award*, *Quest for Excellence Awards*, *Excellence in Service Award*, Leadership Institute Class XV Graduates recognition, AHA Membership Awards and ACHE Awards. The annual *The Caring Kind Awards* are presented at *The Caring Kind Awards Luncheon* on Friday, October 26.

Serving as emcee for the banquet is **Rich Claussen, Ambassador for Innovation and Entrepreneurship for Prosper Lincoln**. Mr. Claussen works across creative/start-up, business and educational communities to create a world-class ecosystem of innovation and entrepreneurship for Lincoln and the region. Major areas for strategic development and implementation include talent, collaborative engagement, ecosystem promotion

and connectivity to capital and driving commercialization beyond proof of concept.

Rich Claussen serves on the Madonna Rehabilitation Hospital Foundation Board of Trustees, as well as the Lincoln Community Foundation Board of Trustees and Lincoln Public Schools Superintendent's Community Advisory Board. He worked for 30 years at Bailey Lauerman, a national marketing and advertising firm in Omaha and Lincoln. He's been recognized as both marketer of the year and advertising man of the year and is a member of the American Marketing Association.

Thursday, October 25

Health Care Resource Displays

8:00 a.m. – 5:00 p.m.

The Nebraska Hospital Association is pleased to collaborate with several nonprofit health care organizations. Learn more about these groups and the services they provide by visiting the Health Care Resource Display area located in the registration area of the conference center. See descriptions of the displays on pages 34 and 35.

Keynote Session 2

9:00 – 10:00 a.m.

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



Why do smart people fail? Why do technically brilliant individuals have trouble managing others and collaborating on a team? What they lack is a critical level of Emotional Intelligence (EI) and the ability to manage their emotions and others when they are under pressure. In the EI program, you will learn the research and brain science of emotional intelligence,

enabling you to lead teams more effectively and increase your own performance. You will become a student of human behavior — understanding what your brain does under pressure and how that affects your decision making and your impact on others. This program will teach you the brain science of Emotional Intelligence and strategies to manage your emotions so you can be at your best in your most difficult moments.

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10:00 – 10:15 a.m. Break Sponsored by: CMBA ARCHITECTS

Breakout Sessions 10 & 11

10:15 – 11:45 a.m.

10 | Embracing the Value of Your Rural Health Clinic

Presenters: Jeff Bramschreiber, CPA, Partner and Tina Nazier, MBA, CPC, Health Care Strategic Alignment Director - Wipfli, LLP CPAs & Consultants

Hospitals and Rural Health Clinics have been key components of a strong rural health value equation. The most successful systems have figured out how to transform these two individual components into a high-performing health system. This workshop provides the key steps of how to transform these two entities into a combined powerhouse to achieve the quadruple aim.

11 | What's New for HIPAA and 42 CFR Part 2? Current Guidance and Enforcement Trends

Presenter: Jill G. Jensen - Cline Williams

Making sure that protected health information stays protected is a nagging challenge for small and large hospitals and physician practices. This presentation will provide an update on HIPAA enforcement trends and what we know about the results of OCR's Phase II audits. What should providers be doing now to strengthen their health care data privacy and security programs? Where did others fall short in the OCR's review? An overview of the recently revised federal regulations protecting

NHA PROGRAMS | THURSDAY, OCTOBER 25

substance abuse records, the interaction of 42 CFR Part 2 with HIPAA and SAMHSA's further guidance issued January 3, 2018, will round out the session highlighting practical, actionable ideas, and privacy and security best practices.

Trade Show Lunch

11:30 – 1:00 p.m.

Enjoy lunch sponsored by MetaCat Risk Management by MetaLogic, Inc., and visit the many business partners of Nebraska's hospitals and health systems. Drawings for prizes will be held, so be sure to visit each of the exhibitor booths. Return at 4:30 p.m. to visit more trade show exhibitors, network, enjoy hors d'oeuvres, beverages and see if you have won a prize!

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Breakout Sessions 12 & 13

1:00 – 2:30 p.m.

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

Presenter: Tara A. Stingley - Cline Williams

Managing employee requests for leave from work and other accommodations in compliance with applicable law can present numerous practical and legal challenges for health care employers. Understanding the rights and obligations of both employers and their employees is critical to ensuring legal compliance and minimizing disruption to the workplace. This presentation will provide a detailed review of the federal Family and Medical Leave Act (FMLA), the Americans with Disabilities Act (ADA), and applicable state law requirements to guide employers in evaluating and responding to employee requests for leave, and other accommodations under those statutes.

13 | Riding Off into the Sunset? A Trail Guide to Succession Planning

Speaker: Tina Nazier, MBA, CPC, Health Care Strategic Alignment Director - Wipfli, LLP CPAs & Consultants

In health care, our most valuable asset is our people. What happens when those valuable resources no longer exist due to unplanned departures, promotions, illness, family crisis or retirement? Does your organization have a game plan to keep the most critical roles functioning in these situations?

2:30 – 3:00 p.m. Break Sponsored by: 

General Session

3:00 – 4:30 p.m.

The Disruptors: How Amazon, Google and Apple Plan To Change the Face of Health Care - Ron Galloway



Amazon, Google and Apple have ridden the wave of businesses morphing themselves from ordinary businesses to data businesses. As health care turns to data and digital health, they are positioning themselves in health care.

Amazon will use Prime to leverage into the pharmacy business. Pharmacies within Whole Foods can generate an estimated \$2.3 billion of pharmacy sales. Cerner EHR has already been utilizing AWS for networking and storage for some time, but a new partnership will reportedly leverage Amazon's analytics and perhaps more.

Google has been pushing relentlessly into health care with several large initiatives, making significant investments in health, wellness and life sciences.

Apple is counting on making the Apple Watch the default health care wearable, able to take and interpret heart rates, deduce blood pressure and even measure insulin—all while reporting this data to your health care provider.

In this session, we will explore how three of the world's largest companies plan to dominate health care by leveraging their scale and data expertise and new technologies such as:

- Ambient intelligence, wearables and the health care Internet of Things (IoT)
- Artificial intelligence and quantum computing
- DNA datamining and predictive medicine
- EHRs and the Blockchain
- Advanced telemedicine and robotics

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Trade Show Sponsors' Social

4:30 – 6:00 p.m.

Following the General Session, return to the trade show to visit exhibitors and network with other attendees at the Sponsors' Social. The NHA Annual Convention would not be possible without our generous sponsors. Each attendee will be provided with two beverage tickets. Hors d'oeuvres will be served. Prize winners will be posted by 5:30 p.m. at the end of each row of exhibitors of the trade show floor.

Political Action Committee Social

8:00 – 9:30 p.m.

Join us after dinner for an exclusive complimentary cocktail hour for 2018 NHA PAC contributors only. Still need to make this year's contribution? Simply provide an NHA staff member with your check prior to the event.

NHA PROGRAMS | FRIDAY, OCTOBER 26

NHA Annual Business Meeting

8:00 – 9:00 a.m.



Institutional hospital and health system employees of the Nebraska Hospital Association are invited to attend the annual business meeting to learn about NHA projects, progress, current health care issues, advocacy updates and to vote in new members to the 2019 NHA Board of Directors.

Open to staff members of NHA member hospitals only.

Open Dialogue Sessions

9:15 – 10:15 a.m.



Nebraska hospitals are faced with many challenges. What's in store for health care in Nebraska? What best practices are hospitals utilizing? What are the issues keeping you up at night?

These dialogue sessions will allow for open discussion on a variety of topics of interest to hospital CEOs and HR professionals. Those registered for open dialogue sessions will be sent an electronic survey prior to the session to gather discussion topics.

Open to staff members of NHA member hospitals only.

10:15 – 10:30 a.m. Break

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Closing Keynote Session

10:30 – 11:30 a.m.

Cracked, Not Broken - Kevin Hines



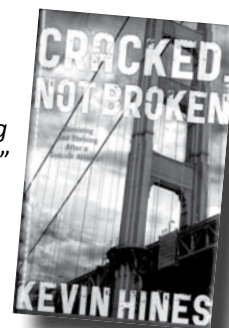
Kevin Hines shares his story of hope and celebration of life. Mr. Hines is a mental health advocate, global speaker, best-selling author, documentary filmmaker and entrepreneur who reaches audiences all over the world with his story of an unlikely survival and his strong will to live.

Two years after he was diagnosed with bipolar disorder (at 19 years of age), he attempted to take his own life by jumping off the Golden Gate Bridge. He is one of only 34 (less than 1%) to survive the fall and 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, and Achievement winner by the U.S. Veterans Affairs.

After the conclusion of the closing keynote session on Friday, **Kevin Hines will be available to sign his book "Cracked, Not Broken: Surviving and Thriving After a Suicide Attempt."**

The book is available for purchase at the Convention Bookstore.



The Caring Kind Awards Luncheon

12:00 – 1:30 p.m.

For 39 years, Nebraska hospitals have paid tribute to their finest employees at this annual event. Hundreds of family, friends and co-workers gather together to celebrate those health care employees who exemplify caring, compassion and service excellence by receiving the annual *The Caring Kind* award.

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

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NHA TRADE SHOW | THURSDAY, OCTOBER 25

The NHA Annual Convention Trade Show is the largest health care trade show in Nebraska. Attend the trade show, enjoy a box lunch and visit the many business partners of Nebraska's hospitals and health systems.

Be sure to fill out drawing slips at each of the exhibitor booths and complete the form in your packet for a chance to win a gift card from the NHA. Return your NHA drawing forms to the registration desk. All names drawn for prizes are posted by 5:30 p.m. at the end of each row of exhibitors of the trade show floor.

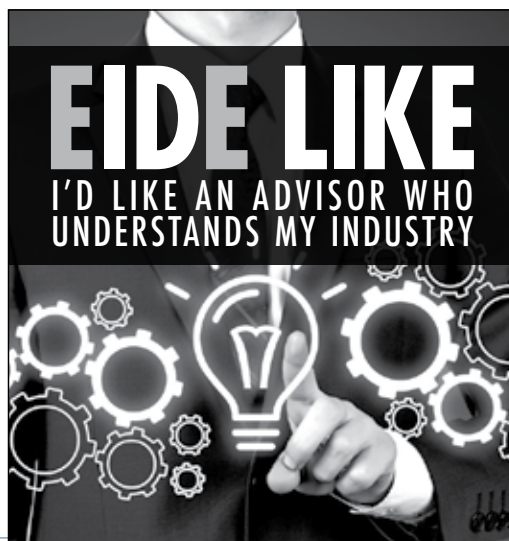
Please take time to visit our business partners and learn about the products and services they provide that can help your hospital prosper. On the next page, you will find a listing of all exhibitors at the trade show.

11:30 a.m. – 1:00 p.m.

- Make connections with the many business partners of Nebraska's hospitals.
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- Drawings for prizes held. Be sure to bring your business cards.
- A box lunch is provided courtesy of MetaCat Risk Management.

4:30 – 6:00 p.m.

- Enjoy hors d'oeuvres and cash bar during the Sponsors' Social. Two drink tickets are provided to each attendee, located behind your name badge.
- Relax and socialize with colleagues and business partners.
- Visit the exhibitors and finish completing your drawing forms.
- Prize winners are posted by 5:30 p.m. at the end of each row of exhibitors.



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NHA TRADE SHOW | THURSDAY, OCTOBER 25

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The Nebraska Hospital Association (NHA) is proud of its distinguished list of Affiliate Members. Together, we are focused on helping hospitals and health systems provide high quality, accessible and affordable health care for the citizens of Nebraska.

The NHA Affiliate Membership Program is part of an ongoing effort to build and strengthen alliances with Nebraska's health care providers and the organizations that support its mission. Aside from the exposure received by our member hospitals, there are many benefits of becoming an Affiliate Member of the NHA.

Platinum, Gold, Silver and Bronze level Affiliate Members may participate in the trade show as part of their membership benefits package. For more information on becoming part of the NHA Affiliate Membership Program, visit nebraskahospitals.org/about_us/membership.html.

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ALLIED HEALTH CARE ORGANIZATION PROGRAMS

American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

Wednesday, October 24 | 9:00 a.m. – 4:00 p.m.

Process and Technique of Negotiating

Presenter: Christopher L. Laubach, President
Center for Management Programs

Be one of the more than 13,000 health care executives who have attended this program and discovered how to engage in skillful negotiation. The seminar is highly interactive and requires approximately two to three hours of out-of-session group on the first or second day of the seminar.

- Develop a sound negotiating strategy that employs flexibility, timing, counteroffers and alternatives.
- Control negotiations by the thoughtful use of bargaining power.
- Analyze your opponent's expectations, position, bargaining power, settlement range and potential arguments.
- Prepare skillfully for your next negotiation.

Thursday, October 25 | 7:00 – 8:30 a.m.

Networking Breakfast and Annual Meeting From PT to VP: A Clinician's Journey to Executive Leadership

Presenter: Katie Nowak, Vice President, Care Mgmt
Information Systems and Business Support
Mercy Health System - Chesterfield, Missouri

Join your local ACHE colleagues for breakfast and the annual meeting. This event has been tailored to provide networking, chapter and national updates, and "food for thought" to start your day.

Katie Nowak provides leadership focused on achieving superior outcomes in Mercy's Care Management initiatives to lower cost, and improve access, quality, and patient engagement. She combines proven and innovative approaches within data systems, analytics, technology, and project management to ensure those superior outcomes.

Healthcare Financial Management Association Nebraska Chapter (HFMA)

Wednesday, October 24

9:00 – 10:00 a.m.

NHA Opening Keynote Session

10:30 a.m. – 12:00 p.m.

Healthcare Revolution: The Patient is the New Payer

Jonathan Wiik recently authored *Healthcare Revolution: The Patient is the New Payer*. He will present how health care financing and delivery have changed significantly due to shifts in coverage, technology, payment patterns and U.S. health care policy. As costs rise, stakeholders are drifting out of alignment. More costs are being shifted to patients, disrupting providers' usual approaches to revenue cycle. The Patient is the New Payer outlines where the industry has traveled, the current state of revenue cycle and what changes providers can expect as the health care market continues to evolve.

12:00 – 1:00 p.m.

Networking Lunch

1:00 – 1:45 p.m.

Update from the Washington Beltway

Jen Porter, Region 6 Regional Executive for the American Hospital Association, will provide an overview of policy and legislative changes.

1:45 – 2:30 p.m.

Nebraska Department of Insurance Update

Martin Swanson, JD, administrator for health policy for the Nebraska Department of Insurance; Laura Arp, counsel, and Maggie Reinert, federal aid administrator and external review coordinator for the Health Policy Division at the Nebraska Department of Insurance, will provide an overview of changes and challenges facing health insurance access and exchanges in Nebraska.

2:45 – 4:00 p.m.

Cost Report 101: The Theory and the Basics

Presenter: Paul Baumert, CPA - Lutz

Paul Baumert will give a high-level overview of the cost report and how it is calculated. This session will be excellent for anyone with limited experience on how the cost report functions and a great refresher for more seasoned professionals.

4:15 – 5:00 p.m.

Best Practices in Cost Report Preparation Panel

Presenter: Paul Baumert, CPA - Lutz

Paul Baumert will lead a panel discussion of best practices in cost report preparation. Please bring your questions and learn from your peers and colleagues as they discuss how they accumulate the necessary data to prepare the cost report.



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ALLIED HEALTH CARE ORGANIZATION PROGRAMS

Healthcare Financial Management Association - Nebraska Chapter (HFMA)

Thursday, October 25

9:00 – 10:00 a.m.

NHA Keynote Session 2

10:15 a.m. – 12:00 p.m.

Leading Multiple Generations Within Your Organization

Jeremy Wortman - HRD Initiative

Jeremy Wortman will provide an exciting discussion of various generational issues leaders must address in the workplace.

1:15 – 2:45 p.m.

Physician Recruitment Panel

Moderator: Jason Yungtum, JD - Cline Williams

Panelists: Pam Hitchens - Nebraska Medicine; Cory Hanson - CHI Health; Jill Denker - Lexington Regional Health Center; Brenda McGinn - Bryan Health and Carol Friesen - Bryan Health

Jason Yungtum will moderate a panel discussion on physician recruitment trends and practices. Please bring your questions and learn from your peers and colleagues as they discuss how they address the difficulties of physician recruitment.

3:00 – 4:30 p.m.

NHA General Session

Friday, October 26

8:30 – 9:15 a.m.

HFMA Adopter Program and MAP Awards - Part 1

Presenters: Chris Koopman - HFMA National and David Muhs, CFO - Henry County Health Center

Chris Koopman will introduce the two key HFMA revenue cycle programs: the Patient Financial Communications Best Practices Adopter Program and the MAP Award for High Performance in Revenue Cycle. He will discuss how organizations can prepare for and apply for each program. David Muhs will share

a case study on how organization successfully gained recognition as a PFC Adopter and won a MAP Award. He will also share tips and strategies organizations can implement to better serve their patients and communities, and achieve recognition along the way.

9:30 – 10:15 a.m.

HFMA Adopter Program and MAP Awards - Part 2

Presenters: Chris Koopman - HFMA National and David Muhs, CFO - Henry County Health Center

10:30 – 11:30 a.m.

NHA Closing Keynote Session

Hospital Human Resource Professionals (HR)

Wednesday, October 24

10:30 a.m. – 12:00 p.m.

Surprise! Surprise! Surprise!

Presenter: Cara Kirsch, Vice President, Group Benefits SilverStone Group

What would happen if you walked into an all employee meeting and you had a gift box for each employee? In that gift box was a new and innovative way of offering employee benefits. Offering employee benefits that employees value is the backbone to a solid recruiting strategy, and there are new strategies that are emerging and are gaining traction. With the goal of creating a long-term relationship with employees, many employers are creating unique programs. In this session, we will discuss emerging employee benefit trends that are helping employers to attract and retain talent.

Learning objectives:

- Review the history of employee benefits and where the market is heading.
- Discuss the ability to create innovative programs that engage employees.
- Understand the metrics that are important in determining success in the employee benefits programs being offered.

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ALLIED HEALTH CARE ORGANIZATION PROGRAMS

Hospital Human Resource Professionals (HR)

Wednesday, October 24

1:30 – 3:00 p.m.

A Pop Culture Primer on Avoiding Employment Claims: Best Practices for Conducting Employee Evaluations, Workplace Investigations, Employee Discipline and Terminations

Presenters: Jordan R. Hasan, Attorney and Henry L. Wiedrich, Attorney - Cline Williams

This presentation provides good and not so good examples from pop culture and entertainment, including our friends Michael Scott, Toby Flenderson and others. We will cover the best practices for employers and management to adopt in evaluating employees, conducting workplace investigations, disciplining employees, and ending the employment relationship.

The objective of the presentation is to use pop culture references to aid in the instruction on the best practices to avoid employment claims. At the end, participants will have laughed and learned about best practices to avoid employment claims, and will learn steps to conduct an effective workplace investigation. The presentation will also instruct participants on crafting a progressive discipline policy and how to effectively implement the policy. In addition, the presentation will point out common mistakes in employee evaluations and how to avoid common pitfalls. Finally, participants will learn about best practices for ending the employment relationship.

3:15 – 4:45 p.m.

Big Goals? No Problem

Presenter: Andie Gordman, Senior Consultant SilverStone Group

Setting big goals and executing them flawlessly continues to be at the core of all HR professionals. In today's competitive labor market, it is critical that HR functions are focused on providing a positive experience for employees and support for managers in an ever-changing environment. In this session, we will examine ways to create an assessment process to ensure an organization's

HR function is legally compliant and focused on supporting the needs of the organization.

Learning objectives:

- Understand HR policy and its relevance to everyday business.
- Review ways to support employees, management and executives as the environment changes.
- Examine ways to create an assessment process based on supporting the needs of the organization.

Thursday, October 25

10:15 – 11:45 a.m.

The Measure of Success

Presenter: Jonathan Titus, Director, Continuing Education Bellevue University

How do you know whether or not the learning you receive at a training workshop or conference is being applied within your organization? Is the new information you've assimilated and brought back to the office having any impact on improving your organization's operations? You need to measure your learning investments — but how? Examining and choosing available metrics can be nothing short of paralyzing. During this workshop, facilitators will help you identify ways to substantiate the impact that learning has on the specific goals or quality initiatives you and your organization use to measure success.

Learning objectives:

- Identify metrics to help measure learning investments.
- Assess the measurements for alignment with learning strategies.
- Select and implement the data points that lead to improved decision-making.

1:00 – 2:30 p.m.

Latest Trends in Labor and Employment Law

Presenter: Scott S. Moore, Partner - Baird Holm, LLP

With the Trump Administration at the helm for over a year and a shift in control of the DOL, EEOC and National Labor Relations Board in effect, labor and employment law is experiencing major adjustments. This session explores the latest labor and employment law matters, and guidance from the courts, agencies and the State.

Learning objectives:

- Understand key action items for labor and employment compliance.
- Learn latest labor and employment law developments
- Understand options for implementation changes based upon latest trends.

Nebraska Healthcare Marketers (NHM)

Wednesday, October 24

1:30 – 3:00 p.m.

Working Together to Achieve One Goal

Presenter: Sherri Birkeland, Senior Vice President Hillary Lyons Associates

Today's health care environment is fast-paced and the only constant is change. We are continually challenged to do more with less. Learn more about how the marketing and foundation departments in your hospital can work together to develop deep connections with your community. Ultimately the goal of marketing and foundation work is to help the community get to know us, like us, choose us, and advocate for us. Learn practical strategies to attain results.

3:15 – 4:15 p.m.

The Patient Journey: How to Ride the Wave

Presenter: Cory Docken, Director - Bluespire Marketing

Consumers are still often confused and frustrated when it comes to making health care choices. Perhaps the biggest challenge facing the industry is how to improve the overall experience, which many view negatively. Through addressing overall consumer health care literacy and making more accessible and convenient health care experiences organizations still have an opportunity for big wins.

ALLIED HEALTH CARE ORGANIZATION PROGRAMS

Nebraska Healthcare Marketers (NHM)

Thursday, October 25

8:30 – 10:00 a.m.

Posting with Caution: How to Stay HIPAA Compliant When Using Social Media

Presenter: Randa Zalman, President/CEO - Canary & Coal

HIPAA was enacted several years before social media networks were launched, so there are no specific HIPAA social media rules. However, there are HIPAA laws and standards that apply to social media use by health care organizations and their employees. We will discuss creating a social media policy, common misunderstandings, examples of violations, and best practices to help your organization avoid violations.

10:15 – 11:45 a.m.

You Can't Do What? Legal Guidance for Marketing

Presenters: Julie Knutson, Partner and Zach Buxton, Associate Attorney - Baird Holm LLP

This session will provide a succinct summary of the most common marketing scenarios that may run afoul of laws and regulations pertinent to the health care industry. With a focus for health care marketing professionals, this presentation will address compliance with the Civil Monetary Penalties Law and Medicare/Medicaid beneficiary inducements, HIPAA, the Federal Anti-Kickback Statute, and the ever popular Stark Law. The session will also offer several scenarios for the audience to discuss prior to applying the pertinent laws and regulations.

1:00 – 2:30 p.m.

Goals Aren't Important

Presenter: Barry Carlson, Founder & CEO MidAmerica Speakers Bureau

In this session, Barry Carlson challenges attendees to consider three questions: Why set goals, are they important? Why don't people set goals? What are the steps to setting and achieving goals in your life? He also provides insights and answers to these questions in a presentation full of real-life examples.

3:00 – 4:30 p.m.

You Have 10 Seconds: How to Share Your Mission Powerfully

Presenter: Lori Jacobwith, Master Storyteller and Fundraising Culture Change Expert - Ignited Fundraising

In our fast-paced world, we have less than ten seconds to make a lasting first impression. Word choices made to introduce your organization to others is THE most critical communication tool to master for successful fundraising. In this high-energy session, you will learn and practice three fun, powerful communication tools to share and use with your staff or board members. Be prepared to receive peer coaching as you practice your new communication tools. You will walk away knowing exactly how to distill your work down to its most emotionally engaging essence to inspire others.

Friday, October 26

8:30 – 9:30 a.m.

Marketing in Motion: The Value of Video

Presenter: Matthew Landis, Dir. of Communications - FES

Video content is becoming more and more important in online marketing. Compelling use of video can deepen brand loyalty, increase engagement with your audience, improve marketing campaign conversion rates, and best of all, help you close sales. This session will explain the best uses of various video styles (such as branding, explainer and content), how to best use common online/social media channels, and provide tactics for creating a video marketing strategy that engages your audience.

9:45 – 10:15 a.m.

Nebraska Healthcare Marketers Business Meeting and Bright Idea Award Presentation

The NHM business meeting will cover topics of interest over the past year and will plan the next year's goals and activities. Board elections are held and the recipient of the *Bright Idea* award is announced.

10:15 – 10:30 a.m.

Around the Room

In this session, we will go around the room and ask attendees to share a small part of their favorite project, event or any success from the last 12 months. This is a quick session, so be prepared to share your success with the group in under three minutes!

10:30 – 11:30 a.m.

The Best Ideas are Stolen or Borrowed Panel Discussion

A panel of NHM members will lead a discussion on promotional ideas and successes in health care marketing. This session will provide valuable insights into practical, creative and innovated ideas that work in marketing health care facilities. Topics such as hospital campaigns, hospital anniversary celebrations, unique events, effective forms of advertisement and design will be addressed. In this interactive session, participants will have the opportunity to view promotional materials, exchange ideas and troubleshoot projects.



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ALLIED HEALTH CARE ORGANIZATION

Nebraska Society of Healthcare Engineers (NSHE)

Thursday, October 25 | 9:00 a.m. – 4:00 p.m.

These programs are intended for Healthcare Facility Managers and Directors and for Construction and Design Vendors that work in the health care field.

Join our collegial audience, everyone interested in better more resilient facilities is welcome and will come away with knowledge they can implement immediately. Provided by six engaging speakers from our region and across the country. Opportunities to learn and discuss how to provide facility resilience include:

- Keynote: Change in Architecture and Healthcare Delivery.
- The Value/Benefit of Life Safety Plans during and after construction.
- For financial and operational resilience: CAHs and Effects: Crafting an Ambitious and Efficient Infrastructure to Enable a Bright Future for One Rural Region.
- The needed facilities preparedness includes Mass Notification & Emergency Communication Systems (MNEC).
- Design and Build to Withstand a Tornado.
- The last program provides Smart Energy Strategies.

Organizers: Dennis Webster, Patrick Leahy, Kim Hunting and the entire NSHE Education Committee

Nebraska Society for Social Work Leadership in Healthcare (NSSWLHC)

Thursday, October 25 | 8:00 a.m. – 5:00 p.m.

Friday, October 26 | 8:00 – 11:30 a.m.

Includes NHA Closing Keynote Session at 10:30 a.m.

Join fellow social work health care leaders for networking and education on challenging topics such as transitions of care, care coordination, proposed changes to discharge planning standards, integrated behavioral health care, health and wellness, and much more!



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Who We Are

NHA Services, Inc. is a subsidiary organization of the Nebraska Hospital Association. Designed to reduce health care expenses, NHA Services is a collaboration among the NHA, NHA member hospitals, and other Nebraska health care organizations and providers.

The NHA Services successful volume aggregation model is key to achieving best value for all members. NHA Services helps providers find cost-effective, appropriate solutions to their operational challenges. The more we share, the more we succeed.

- The products and services provided by the preferred business partners will generate value-added benefits for members and offer ways for hospitals, health care organizations and health care providers to minimize costs, recover revenue, improve operational efficiencies, improve management and quality, increase productivity, develop staff resources and apply new strategies.
- The Preferred Business Partnership program is intended to provide a source of funding to the NHA to support activities and programs on behalf of member hospitals.

For more information, contact Jon Borton, Vice President, NHA Services, Inc., at (402) 742-8147 or email jborton@nebraskahospitals.org or visit nhaservices.org.



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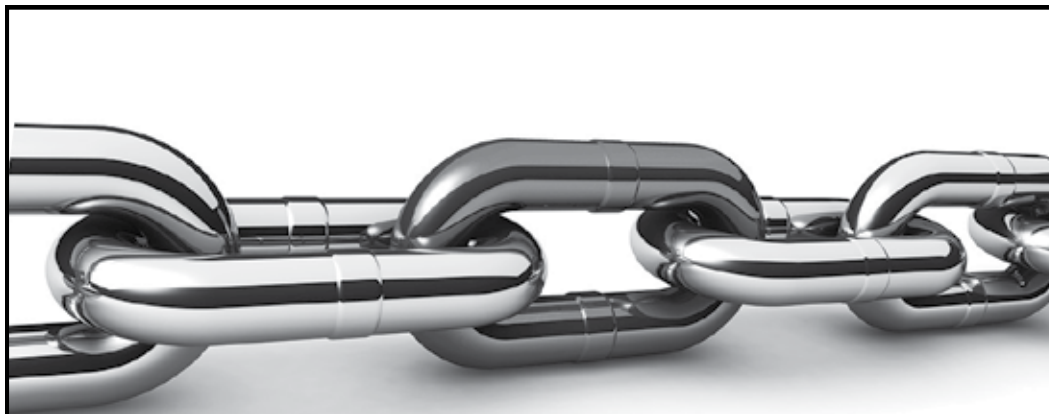
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HEALTH CARE RESOURCE DISPLAYS

Thursday, October 25 | 8:00 a.m. – 5:00 p.m.

American Heart Association – Mission: Lifeline Stroke

Through a grant from the American Heart Association made possible by The Helmsley Charitable Trust, we are able to bring Mission: Lifeline Stroke to Nebraska. Mission: Lifeline Stroke is a program for transforming stroke care by focusing efforts on connecting all of the components of acute stroke care into a smoothly integrated system that reinforces use of evidence-based guidelines, measures performance, identifies gaps, and engages in improvement projects at a systems level. The stroke system of care begins with community recognition and preparedness to identify stroke and continues all the way through hospital discharge, into rehabilitation and the initiation of secondary prevention.

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The Behavioral Health Education Center of Nebraska (BHECN) recruits and educates students in behavioral health fields, and trains and retains professionals already in the workforce. NebraskaBehavioralHealthJobs.com is a one of a kind job board, FREE for candidates and organizations. Companies and organizations can post behavioral health jobs, internships, full-time or part-time. Job seekers post their resume and search the job listings for FREE.

Great Plains Quality Innovation Network-Quality Improvement Organization

Great Plains QIN works with healthcare providers and communities to implement data-driven quality initiatives to improve healthcare. We offer technical assistance, tailored education, best practices, tools and resources. Through these efforts, we intend to improve patient safety, reduce harm and improve clinical care at the local and regional levels. The alliance with Kansas, Nebraska, North Dakota and South Dakota also offers greater opportunities to collaborate with and learn from providers across state lines while maintaining access to local resources. Our initiatives are Antibiotic Stewardship, Cancer Prevention, Cardiac Health, Coordination of Care, Medication Safety, Reducing Disparities in Diabetes Care, Nursing Home Care, Healthcare Associated Infections, Quality Patient Program Service Center, Improving Immunization Rates, and Sepsis Prevention & Education.

The Kim Foundation

The Kim Foundation strives to increase awareness around mental health and suicide prevention. The belief that no one is immune from these issues sits at the core of what we do, as we offer awareness programming to every pocket of our community – from western Nebraska into southwest Iowa. Our message of recovery, awareness, acceptance, resiliency and hope reaches youth, adults, professionals, educators, families, and anyone who is interested in learning more and helping others.

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HEALTH CARE RESOURCE DISPLAYS

Nebraska Action Coalition – Future of Nursing

The Nebraska Action Coalition (NAC) – Future of Nursing is committed to our mission to lead the transformation of health and health care in collaboration with partners to build a healthy Nebraska. NAC is part of the Future of Nursing: Campaign for Action, a nationwide initiative of the Robert Wood Johnson Foundation (RWJF) and AARP, which includes 51 action coalitions working to implement recommendations from the landmark *2010 Institute of Medicine report: The Future of Nursing: Leading Change, Advancing Health*. Recognized by the Campaign as a strong action coalition, NAC uses RWJF's Culture of Health framework along with County Health rankings and social determinants of health to assist communities in developing their CHIP programs.

Nebraska Association of Nurse Anesthetists

The Nebraska Association of Nurse Anesthetists (NANA) is the professional association representing over 400 Certified Registered Nurse Anesthetists (CRNAs) in Nebraska, along with student registered nurse anesthetists. CRNAs safely administer approximately 43 million anesthetics annually to patients in the U.S. and are the primary providers of anesthesia care in rural areas. Managed care plans recognize CRNAs for providing high-quality anesthesia care with reduced expense to patients and insurance companies. CRNAs practice independently without requirements for physician supervision in a wide array of settings across Nebraska.

Nebraska Coalition for Patient Safety

The Nebraska Coalition for Patient Safety (NCPS) is a federally listed Patient Safety Organization (PSO) with the Agency for Healthcare Research and Quality. Formed in 2006, through the efforts of the Nebraska Hospital Association, Nebraska Medical Association, Nebraska Academy of Physician Assistants, Nebraska Pharmacists Association, and Nebraska Nurses Association, NCPS exists to improve patient safety and health care quality. NCPS creates a secure and protected environment for health care providers to report information about adverse events and hazards so system improvements can be made to achieve safer, more reliable care. Safety culture development is fostered through education, tools, and resources.

Nebraska DHHS Office of Health Disparities & Health Equity

The Nebraska Hospital Association is a co-launch partner of the Nebraska State Health Improvement Plan (SHIP). Information will be shared with attendees regarding SHIP and its five priority areas. Specific information is available regarding the work being done to advance health equity in Nebraska by the Health Equity Priority Committee, including opportunities to enhance data collection practices within organizations.

Nebraska Health Information Initiative

The Nebraska Health Information Initiative (NeHII) is the statewide health information exchange providing a wide variety of services to include: health data exchange, analytics, and direct secure messaging. NeHII works collaboratively with Nebraska DHHS to deliver the Prescription Drug Monitoring Program (PDMP).

Nebraska HIMSS Chapter

Nebraska HIMSS is an Affiliated Chapter of the Healthcare Information and Management Systems Society. The Nebraska Chapters Mission: To lead change in the healthcare information and management systems field through knowledge sharing, advocacy, collaboration, innovation, education and community affiliations in Nebraska. Our Vision: Advancing the best use of information and management systems for the betterment of healthcare. Visit www.nebraskahimss.org.

Nebraska MEDs Coalition

Nebraska MEDS is a coalition of state and community partners dedicated to educating patients about safe disposal of prescription and over-the-counter medications. The coalition was formed in response to studies by the U.S. Geological Survey and others that found traces of pharmaceutical and personal care products in drinking water supplies across the United States. Funded by a grant from the Nebraska Environmental Trust, Nebraska MEDS implements educational efforts and supports a pharmacy-based medication disposal program utilizing the Sharps Compliance TakeAway Environmental Return System. The program promotes safe medication disposal by allowing patients to turn in expired or unused medications at participating pharmacies.

Nebraska Pediatric Clinical Trials Unit

The Nebraska Pediatric Clinical Trials Unit (NPCTU) was recently established as part of a federal grant designed to improve pediatric research in rural and underserved communities. The NPCTU aims to increase awareness about pediatric clinical research, provide resources for healthcare professionals and families, and improve our community's access to cutting-edge science.

Nebraska Perinatal Quality Improvement Collaborative

The mission of the Nebraska Perinatal Quality Improvement Collaborative (NPQIC) is to improve the delivery of and access to evidence-based health care for all Nebraska mothers and newborns. All birthing facilities and many providers in the state participate in quality improvement projects on issues such as breastfeeding, newborn bilirubin management, preventing the first cesarean, prevention of pre-term birth and prevention of stillbirths. Stop by our display to learn more about how the collaborative can assist you in providing quality, competitive, evidence-based care.

Pediatric Cancer Action Network

Pediatric Cancer Action Network (PCAN) exists to reduce the financial burden placed on Nebraska families diagnosed with pediatric cancer and to advocate for a cure through awareness, education and action. We believe that kids battling cancer do better when their families are at the bedside. We hope to facilitate that time by helping families pay bills during treatment. We are Nebraskans helping Nebraskans!

Quest for Excellence Displays

Stop by the Quest for Excellence displays to see the award recipients' displays and learn about the innovative and successful quality practices underway in Nebraska.

CONVENTION BOOKSTORE

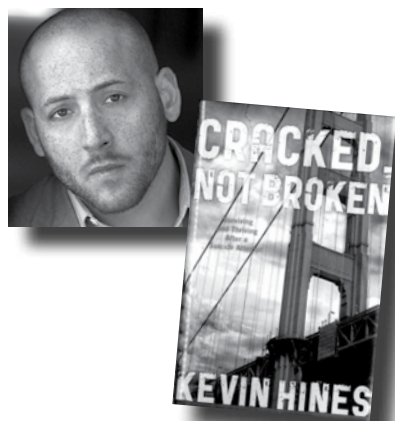
In collaboration with Barnes & Noble Booksellers (Omaha Crossroads Mall Location), a bookstore will be set up in near the NHA registration desk.

Convention attendees have the opportunity to purchase books written by keynote speakers, titles chosen for the NHA 2019 "One Book One Hospital" community reading program, a variety of health care-related titles, popular children's books and more.

Bookstore Hours:

Wednesday, October 24	9:00 a.m. – 5:00 p.m.
Thursday, October 25	9:00 a.m. – 5:00 p.m.
Friday, October 26	10:00 – 11:30 a.m.

After the conclusion of his closing keynote session on Friday, **Kevin Hines will be available to sign his book "Cracked, Not Broken: Surviving and Thriving After a Suicide Attempt."** The book is available for purchase at the Convention Bookstore.



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2019 One Book One Hospital Reading Program

First Quarter

Pain Killer: An Empire of Deceit and the Origin of America's Opioid Epidemic (2nd Edition)

Author: Barry Meier

Second Quarter

Surviving Compassion Fatigue: Help for Those Who Help Others

Author: Beverly Diane Kyer

Third Quarter

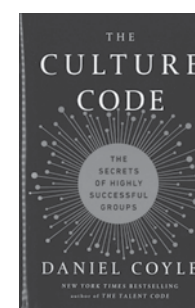
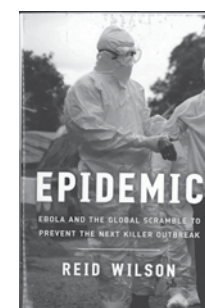
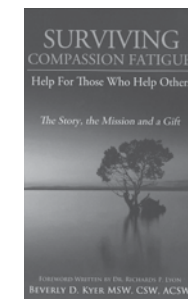
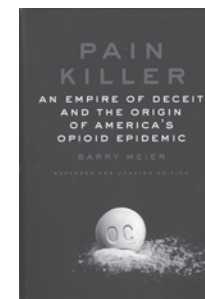
Epidemic: Ebola and the Global Scramble to Prevent the Next Killer Outbreak (1st Edition)

Author: Reid Wilson

Fourth Quarter

The Culture Code: The Secrets of Highly Successful Groups

Author: Daniel Coyle



To find out more about NHA One Book One Hospital, visit nebraskahospitals.org/education/one_book

CONTINUING EDUCATION CREDITS

Accreditation Statement



In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and Nebraska Hospital Association Research & Educational Foundation. 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 health care team.



Credit Designation for Nursing

AXIS Medical Education designates this continuing nursing education activity for **13.25 contact hours**.

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.



CPAs

This educational activity has been approved for **17 CPE credits** by the State of Nebraska Board of Public Accountancy.



Nursing Home Administrators

This educational activity is designated for a maximum of **13.25 contact hours** from the Nebraska Office of Behavioral Health and Consumer Services/Nursing Home Administration.



Human Resources

In conjunction with the SHRM Nebraska State Council, all HR breakout sessions have been approved by SHRM and HRCI for credit. Instructions on how to apply for SHRM and HRCI credits will be provided at the HR breakout sessions.



Healthcare Executives – ACHE Qualified

The Nebraska Hospital Association Research and Educational Foundation is authorized to award **13.25 hours** pre-approved ACHE Qualified Education credits (non-ACHE) in total that is required for advancement or recertification in ACHE. Participants wishing to have their continuing education hours applied toward credit should list their attendance when applying for ACHE advancement or recertification.



In addition to the ACHE Face-to-Face Education **6.0 hours** assigned to this seminar, ACHE is accredited by other organizations to provide continuing education credit:

- National Association of State Boards of Accountancy (NASBA).
- National Association of Boards of Examiners of Long-Term Care Administrators (NAB): A \$135 fee will be applied and sponsor must notify the on-location coordinator of request prior to Letter of Agreements (LoA) being signed.
- Accreditation Council for Continuing Medical Education (ACCME): A lengthy application process is required involving an extensive needs assessment to be undertaken by the sponsoring organization. In addition, all promotional communication must be approved for ACCME accreditation by ACHE. Sponsor must notify the on-location coordinator of request prior to LoA being signed.

NHA Hospital Trustee Education Certification Program



The NHA 2018 Annual Convention is a pre-approved trustee certification event worth **13.25 hours** that can be used toward obtaining trustee education certification for those enrolled in the program.

AXIS Contact Information

For information about the accreditation of this program, please contact AXIS at 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 Presenter	Reported Financial Relationship
Dr. Bruce Clark	Nothing to disclose
Sara Ross	Nothing to disclose
Ron Galloway	Nothing to disclose
Kevin Hines	Nothing to disclose
Vickie B. Ahlers	Nothing to disclose
Jeff Bramschreiber	Nothing to disclose
Christine Hoskin	Nothing to disclose
Chris Henkenius	Ownership interest in H4 Technology
Dr. Sandra Gonzales	Nothing to disclose
Cara Kirsch	Nothing to disclose
Kimberly Lammers	Nothing to disclose
Kelli Lieurance	Nothing to disclose
Kurt Mosley	Nothing to disclose
Tina Nazier	Nothing to disclose
Jill Jensen	Nothing to disclose
Josie Rodriguez	Nothing to disclose
Susan Sapp	Nothing to disclose
Tara Stingley	Nothing to disclose
Michelle Wineinger	Nothing to disclose

CONTINUING EDUCATION CREDITS

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 Planners	Reported Financial Relationship
Dee Morgillo, MEd, MY(ASCP), CHCP	Nothing to disclose
Holly M. Hampe, D.Sc., RN, MHA, MRM	Nothing to disclose
Jon Borton, MS	Nothing to disclose
Laura J. Redoutey, FACHE	Nothing to disclose
Kim Larson	Nothing to disclose
Heather Bullock	Nothing to disclose
Brian Noonan	Nothing to disclose
Nicole Blaser	Nothing to disclose
Bruce Cutright	Nothing to disclose
Jean Henes	Nothing to disclose
Wanda Kelley	Nothing to disclose
Matthew Pinneo	Nothing to disclose
Francesca Roberts	Nothing to disclose
Susan Shupp	Nothing to disclose
Karen Tinkham	Nothing to disclose
Susan Walsh	Nothing to disclose
Sean Wolfe	Nothing to disclose
Matt Snyder	Nothing to disclose
Jan Wright	Nothing to disclose

Americans with Disabilities Act

In compliance with the Americans with Disabilities Act, we will make every reasonable effort to accommodate your request. For any special requests, please contact Heather Bullock at (402) 742-8148 or hbullock@nebraskahospitals.org before the meeting dates.

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 activity and review all course materials.
- **Complete the CE Attestation Form online by 11:59 pm ET on November 30, 2018.** 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. The completion of the online evaluation form is appreciated. Your input is invaluable.
- Upon successful completion of the online form, your statement of completion will be available for you to print.

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CONTINUING EDUCATION CREDITS

Refer to the list below for available credit hours:

Keynote and General Sessions

Getting Beyond Health Care Reform to the Opportunities Ahead: From Policy to Purpose (1.0 hour)

Performing Under Pressure: The Science of Emotional Intelligence (1.0 hour)

Building a Talent Pipeline: Equip, Empower and Encourage Women (1.5 hours)

The Disruptors: How Amazon, Google and Apple Plan to Change the Face of Health Care (1.5 hours)

Cracked, Not Broken (1.0 hour)

Breakout Sessions (1.5 hours each)

Session 1: The Opioid Epidemic: Implications to Managing Care

Session 2: Social Media and the Law: Exploring Legal Issues and Surrounding Social Media

Session 3: Behavioral Health Impacts to the Primary Care Setting

Session 4: The Rise of Convenient Care, Retail Clinics, Health Care Apps and Robots

Session 5: Stump a Health Care Lawyer: Get Those Questions Ready!

Session 6: Using Blockchain for Identity Management

Session 7: Patients Over Paperwork

Session 8: A Collective Approach to Advancing Health Equity in Nebraska

Session 9: How to Keep Your Organization Out of Tomorrow's Headlines

Session 10: Embracing the Value of Your Rural Health Clinic

Session 11: What's New for HIPAA and 42 CFR Part 2? Current Guidance and Enforcement Trends

Session 12: Doctor, Doctor, Give Me the News...On Managing Employee Requests Under FMLA and ADA

Session 13: Riding Off Into the Sunset? A Trail Guide to Succession Planning

HR Sessions (1.5 hours each)

Session 1: Surprise! Surprise! Surprise!

Session 2: A Pop Culture Primer on Avoiding Employment Claims

Session 3: Big Goals? No Problem

Session 4: The Measure of Success

Session 5: Latest Trends in Labor and Employment Law

ACHE Session

Process and Technique of Negotiating (6.0 hours)

Closed Sessions (Open to NHA hospital members only)

CEO Open Dialogue Session

HR Open Dialogue Session

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GENERAL INFORMATION

Cancellations

The NHA reserves the right to cancel or reschedule a session because of an insufficient number of registrants or other unforeseen circumstances and cannot be held liable for any travel expenses incurred.

Code of conduct

By registering, participants agree to refrain from marketing products or services during the course of the event. This may include, but is not limited to: posting solicitous messages, sales promotions or unprofessional notations on the conference mobile app or sending excessively solicitous messages to other conference registrants. NHA prohibits the distribution of literature in guest rooms, meeting rooms, exhibit hall or in public spaces at the conference center unless otherwise approved by the NHA.

Dress

Business dress is the appropriate attire for all convention events. Please keep in mind that hotel meeting rooms are typically colder than a normal business environment, so you may need a sweater or light jacket. Dressing in layers is recommended.

Electronic devices

Convention attendees are asked to turn off or silence their electronic devices during all keynote and breakout sessions, other educational programs and luncheons as a courtesy to the speakers and the other attendees.

Floral deliveries

A special area has been designated near the NHA registration desk to house any floral deliveries for award recipients. Please pick up your floral arrangement deliveries at this location. Listed below is the florist closest to Embassy Suites.

- Hy-Vee, Papillion (402) 597-5790

Food and beverage

A light breakfast is served at the morning breaks Wednesday, Thursday and Friday; afternoon refreshments during afternoon breaks on Wednesday and Thursday. A Networking Lunch is available on Wednesday and attendees are encouraged have lunch while visiting the trade show exhibitors on Thursday.

During the trade show on Thursday evening, hors d'oeuvres are served at the Sponsors' Social. Anyone registered to attend any convention session is invited to attend the trade show and social reception at no additional cost. Guests of convention registrants are welcome to attend social functions for a guest fee.

Guest fee

Guests who are not registered convention attendees are welcome to attend the Wednesday Networking Lunch, the Wednesday Awards Banquet, the Thursday Trade Show Lunch and Sponsors' Social for \$125. This fee does not include the Women's Leadership Luncheon or The Caring Kind Awards Luncheon.

The all-inclusive prices for NHA programs include:

- NHA Keynote Sessions, Breakout Sessions and General Session
- Wednesday Networking Lunch
- Wednesday Awards Banquet
- Thursday Trade Show Lunch
- Refreshment Breaks
- Thursday Sponsors' Social
- The Caring Kind Awards Luncheon

The all-inclusive prices do not include:

- Women's Leadership Luncheon
- Allied Health Care Organization Programs
- Guest Fee

Message center

A message center will be available at the NHA Convention registration desk. Call Embassy Suites at (402) 408-5542 and ask to be connected to the NHA registration desk.

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GENERAL INFORMATION

NHA Convention registration desk

When you arrive at the convention, please check in at the NHA registration desk to receive your name badge and program materials. Your name badge serves as your admission ticket and should be worn at all sessions, events and receptions.

Registration desk hours

Wednesday, October 24 7:00 a.m. – 5:00 p.m.
Thursday, October 25 6:30 a.m. – 5:00 p.m.
Friday, October 26 7:00 a.m. – 1:00 p.m.

Presenter handouts

All speaker presentations and handouts for this event will be posted on the NHA website: nebraskahospitals.org. You can view the handouts or print them out before or after the event. *Please note: paper copies of these handouts will not be available on site at the annual convention.* Files will be posted approximately 7 days prior to the meeting and will remain online for 14 business days following the event.

Omaha area dining and attractions

The Embassy Suites Omaha-La Vista Hotel & Conference Center is located within 20 minutes of several area attractions including Boys Town, Joslyn Art Museum, Omaha Children's Museum, The Rose Theater, Old Market, Lauritzen Gardens and the Durham Western Heritage Museum. Also near the conference center are many restaurants and shops. Find more information on area attractions at visitomaha.com.

Plan your organization's retreat around the Annual Convention

The NHA Annual Convention offers an excellent opportunity for your executive team to take what they have learned from the convention speakers and facilitators and build this into an organizational retreat. Debrief on what you've heard at the convention or address a specific management issue that you are facing.

Contact Brian Noonan, Senior Director of Communications and Education, at email bnoonan@nebraskahospitals.org to discuss the possibilities.

Recordings/photography

The NHA may electronically record portions of this program. By attendance or participation in discussions, the registrant agrees that NHA may electronically copy and distribute registrant attendance at and involvement in programs, discussions and question/answer periods. No individuals or entity other than NHA may electronically copy any portion of this program for any purpose without prior written consent from the NHA.

The NHA also reserves the right to take photographs of individuals attending the trade show, social receptions, The Caring Kind Awards Luncheon and other convention events. Photos may be used by the NHA for inclusion in collateral marketing pieces.

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The Nebraska Hospital Association Research and Educational Foundation provides not only quality on site educational programs, but also a wide variety of other services such as online webinars, training products and publications to assist health care providers in meeting state and federal regulations, maintaining quality delivery of patient care, and improving health and wellness. We strive to maintain an excellent grasp on health care issues and be adept at anticipating member education needs. As an Association, we are continually working to identify partners in education who offer the content, expertise and communication skills necessary to teach professional adults in an effective manner.

Visit us online at nebraskahospitals.org or contact Brian Noonan, Sr. Director of Communications & Education, (402) 742-8151 or bnoonan@nebraskahospitals.org for more information.



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EDUCATION ADVISORY GROUP



RESEARCH AND EDUCATIONAL FOUNDATION

The NHA Foundation's Education Advisory Group assists NHA staff in its efforts to provide relevant and high-quality educational offerings for member hospitals, including sessions at the annual convention.

The purpose of the Advisory Group is to:

- Assist NHA staff members in efforts to provide relevant and high-quality educational offerings for NHA member hospitals.
- Discuss the areas of greatest need for education of hospital staff and suggest methods the Association can use to assist hospitals in meeting those needs over the next 12-18 months.

2018 Education Advisory Group Members

Nicole Blaser, MSN, RN
Education Chair, NAHQRS
Columbus Community Hospital, Columbus

Bruce Cutright
Representative, Hospital HR Professionals Group
Mary Lanning Healthcare, Hastings

Jean Henes, MSN, RN
Representative, NHA Foundation Board of Directors
Avera Creighton Hospital, Creighton

Wanda Kelley, MSN, RN-BC
Program Chair, Nebraska HIMSS
Praesidio Health Care Consulting, Lincoln

Matthew Pinneo, PharmD
Member-at-Large
Box Butte General Hospital, Alliance

Francesca Roberts
Member-at-Large
Chadron Community Hospital & Health Services
Chadron

Susan Shupp, PHR, SHRM-CP
Representative, Hospital HR Professionals Group
Nemaha County Hospital, Auburn

Matthew Snyder, RN, BSN
Member-at-Large
Johnson County Hospital, Tecumseh

Karen Tinkham
Representative, Nebraska Healthcare Marketers
Brodstone Memorial Hospital, Superior

Susan K. Walsh, MHSA, RN, FACHE
Representative, ACHE Nebraska/Western Iowa
Creighton University, Omaha

Sean Wolfe
Vice President, Healthcare Financial Management
Association - Nebraska Chapter
Community Hospital, McCook

Jan Wright
Representative, NHA Foundation Board of Directors
Great Plains Health, North Platte

NHA Liaison
Brian Noonan, Senior Director of Communications
and Education
Nebraska Hospital Association, Lincoln

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The advertisement for JEDUNN Construction features a black and white photograph of a man and a woman in a hospital hallway. The man is wearing a dark polo shirt with a logo, and the woman is wearing a light-colored scrub top. They are standing and talking. The JEDUNN logo is in the top left corner. The text "WE BUILD INSPIRED PLACES TO" is in a bold, sans-serif font, and the word "heal" is in a large, white, cursive font. The address and website are at the bottom.

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The advertisement for Evident features a black and white photograph of three people (two women and one man) smiling and looking at each other. The Evident logo is in the top right corner. The headline is in a bold, sans-serif font. The body text is in a smaller, sans-serif font. The call to action is in a bold, sans-serif font. The website URL is at the bottom.

REGISTRATION INFORMATION

Register online at:
tinyurl.com/NHAConvention18

*\$549 all-inclusive member price for NHA programs includes:

- NHA Keynote Sessions
- NHA Breakout and General Sessions
- Wednesday Networking Lunch
- Wednesday Awards Banquet
- Thursday Trade Show Lunch
- Refreshment Breaks
- Thursday Sponsors' Social
- The Caring Kind Awards Luncheon

**Registration Deadline
October 15, 2018**

*All-inclusive price does not include:

- Women's Leadership Luncheon
- Allied Health Care Organization Programs
- Guest Fee (Includes Wednesday Networking Lunch, Wednesday Awards Banquet, Thursday Trade Show Lunch and Sponsors' Social)

NHA programs - Registration options

All-inclusive Rate for NHA programs = \$549

Wednesday Daily Rate = \$249 (Includes Networking Lunch & Awards Banquet)

Thursday Daily Rate = \$249 (Includes Trade Show Lunch & Sponsors' Social)

Friday Daily Rate = \$99 (Includes Keynote Session, break and The Caring Kind Luncheon)

À la carte

You may also register à la carte for the NHA events below:

Women's Leadership Luncheon = \$50

Wednesday Awards Banquet = \$50

The Caring Kind Awards Luncheon = \$50

Guest Fee = \$125 per guest (Includes Wednesday Networking Lunch, Wednesday Awards Banquet, Thursday Trade Show Lunch and Sponsors' Social)

Allied health care organization programs

American College of Healthcare Executives of Nebraska & Western Iowa (ACHE)

\$550 ACHE affiliates

\$625 Non-ACHE affiliates

ACHE Annual Meeting & Awards Breakfast

\$15 ACHE members

\$10 Student members

\$20 Non-ACHE members

Healthcare Financial Management Association (HFMA)

All three days (Includes Wednesday Networking Lunch) = \$435

Wednesday programs = \$205

Thursday programs = \$205

Friday programs = \$100

Nebraska Healthcare Marketers (NHM)

All three days = \$250 NHM members/\$325 non-NHM members

Wednesday only sessions = \$85 NHM members/\$115 non-NHM members

Thursday only sessions = \$125 NHM members/\$155 non-NHM members

Friday only sessions = \$85 NHM members/\$115 non-NHM members

Nebraska Hospital Human Resource Professionals (HR)

All three days (Includes Wednesday Networking Lunch) = \$250

Wednesday only sessions (Includes Networking Lunch) = \$150

Thursday only sessions = \$100

Friday only session = \$50

Nebraska Society for Social Work Leadership in Healthcare (NSSWLHC)

\$125

Nebraska Society of Healthcare Engineers (NSHE)

\$60

REGISTRATION INFORMATION

Payment information

Register online at tinyurl.com/NHAConvention18. You do have the option to be invoiced when registering online. **Registration deadline is October 15, 2018.**

Registration cancellation policy

Cancellations received in writing before October 15, 2018, will be given a full refund less a \$50 per person processing fee. No refunds will be given for cancellations received after that date. Substitutions are accepted.

Lodging reservations

To make overnight accommodations, reference the Nebraska Hospital Association room blocks at the following properties connected to the conference center:

Embassy Suites Omaha La Vista Hotel
(402) 331-7400
Room rate is \$151 + tax/per night.

Courtyard Marriott
(402) 339-4900
Room rate is \$129 + tax/per night

Cut-off date for discounted rates is September 30, 2018.

Parking

Parking at the Embassy Suites Omaha-La Vista Hotel & Conference Center is available free of charge 24 hours a day, 7 days a week.

Questions?

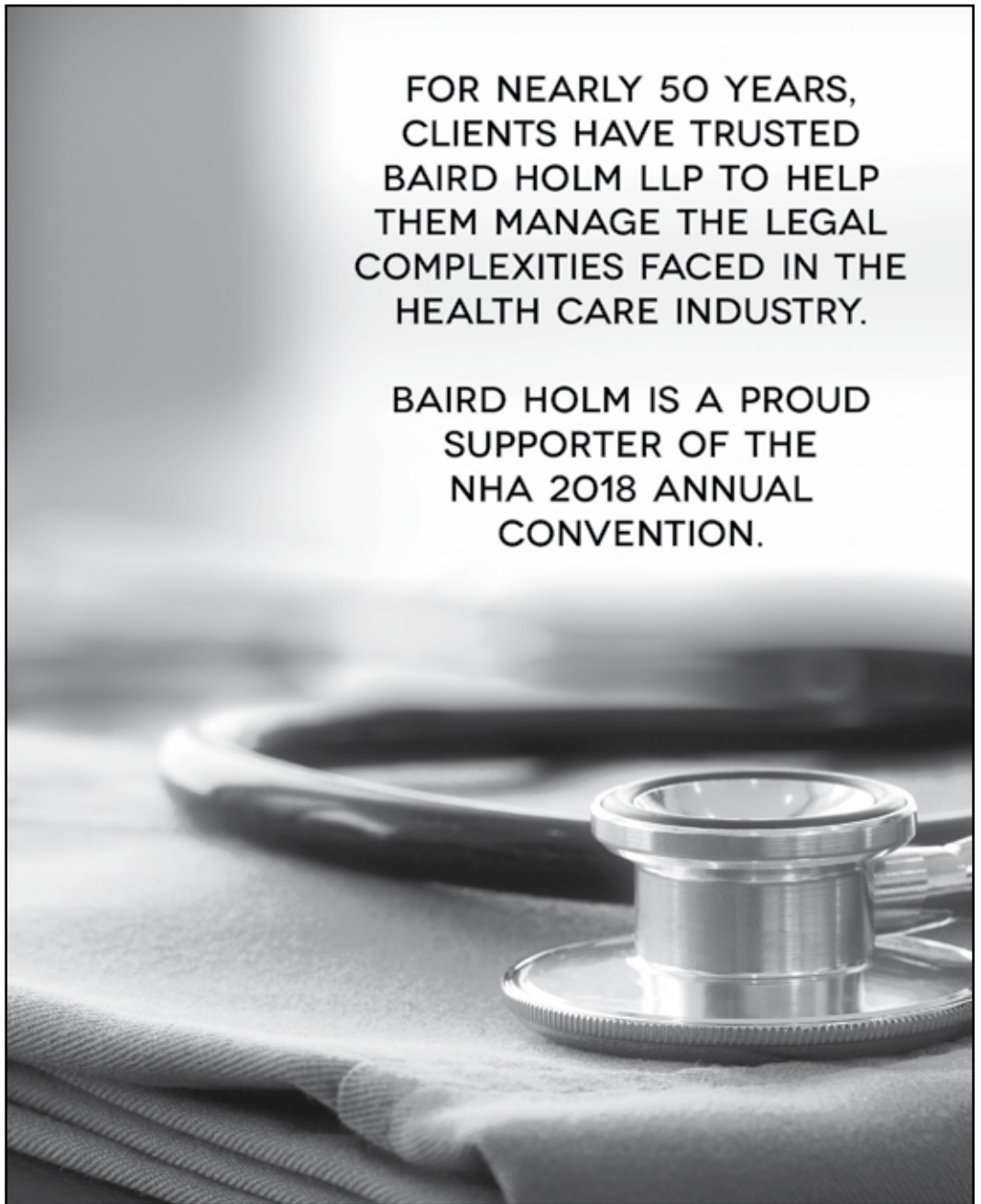
For questions about content of the NHA Annual Convention, contact Brian Noonan, Senior Director of Communications and Education, at (402) 742-8151 or bnoonan@nebraskahospitals.org.

For questions about registration, lodging or sponsorships, contact Heather Bullock, Member Services and Events Manager, at (402) 742-8148 or hbullock@nebraskahospitals.org.

For questions about advertising, communications, social media, press releases or the convention app, contact Kim Larson, Director of Marketing, at (402) 742-8143 or klarson@nebraskahospitals.org.

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Callaway District Hospital, Callaway
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Fillmore County Hospital, Geneva
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Fremont Health, Fremont
Friend Community Healthcare System, Friend
Genoa Medical Facilities, Genoa
Gordon Memorial Health Services, Gordon
Gothenburg Health, Gothenburg
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Henderson Health Care, Henderson
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Jefferson Community Health & Life, Fairbury
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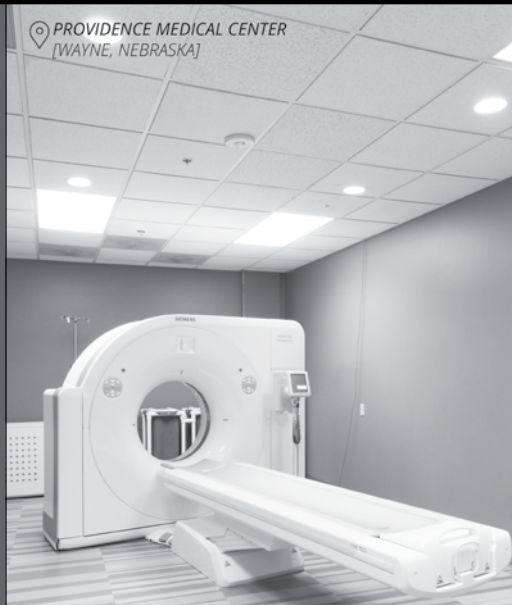
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