

2017

AFFILIATE MEMBERSHIP PROGRAM

Strengthening health care by building alliances

Celebrating



NHA Nebraska
Hospital
Association

The influential voice of Nebraska's hospitals

NHA Affiliate Membership Program



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. 2017 is a special for the NHA, as it marks our 90th anniversary as the influential voice of Nebraska's hospitals.

The Nebraska Hospital Association 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 you receive by our member hospitals, there are many benefits to becoming an Affiliate Member of the NHA. Please note that since this is a momentous year, we will be having special opportunities available throughout the year.

LIVING the MISSION

Nebraska hospitals do much more than care for the sick and injured. Safe havens in times of pain, trouble and hardship, hospitals are always there when needed—for emergencies, lifesaving treatments and life-enhancing education, welcoming new lives into the world, and helping patients and families at the end of life. Nebraska's hospitals contribute to the quality of life and health, going well beyond the walls of the hospital.

It is the mission of the Nebraska Hospital Association to be the unified and influential voice for Nebraska's hospitals and health systems, providing leadership and resources to enhance the delivery of quality patient care and services to Nebraska communities.

The NHA is governed by a 19-member board of directors that works closely with its membership to provide state and federal legislative advocacy, health care trend and regulatory information, educational programming, communication, data reports and special services.

Members rely on the NHA for information, education, advice and collaborative leadership to advance Nebraska hospitals' ability to provide exceptional health care.

Hospitals are the stewards of good health. Through partnerships with representatives in the health care industry, legislators, government and citizens, the NHA is able to assist in the development of strong, healthy communities.

BEYOND the NUMBERS

The Nebraska Hospital Association represents 91 community hospitals and health systems in Nebraska.

- **64** Critical Access Hospitals (CAHs)
- **8** rural hospitals
- **15** urban hospitals
- **2** long-term acute care hospitals
- **2** rehabilitation hospitals

The contribution of Nebraska hospitals to their communities extends far beyond their role as cornerstones of health care. They are economic engines, providing stability and growth in the state—even when their own financial stability is affected.

nearly **41,000** employees

nearly **7,100** beds

nearly **\$800 million**
community benefits provided

\$3.6 billion
impact on total labor income

\$8.5 billion
impact on total state economic output

Source: Nebraska Department of Health and Human Services Hospital Statistical Report - Acute Discharges and Outpatient Services

Send completed application and payment to:

Nebraska Hospital Association
Attn: Heather Bullock, member services & events manager
3255 Salt Creek Circle, Suite 100
Lincoln, NE 68504-4778

Once application and payment are received, the NHA board of directors will review your application at their next scheduled meeting.
Questions? Contact Heather Bullock at (402) 742-8148 or email hbullock@nebraskahospitals.org.

FAST FACTS

The NHA offers five levels of Affiliate Membership:

- Platinum
- Gold
- Silver
- Bronze
- Partner

There are many networking opportunities available by becoming an NHA Affiliate Member

The NHA hosts many networking opportunities for your company through events and educational programming throughout the year that are included as part of Affiliate Membership Program benefits.

Events include Advocacy Day, Spring Forum & Golf Tournament, Leadership Institute and the Annual Convention. Benefits of NHA Affiliate Membership also include exposure for your company in several NHA publications, including: *Nebraska Health Care Resource Directory*, *Healthier Nebraska* quarterly magazine, *Member Value Report*, *Newslink*, Annual Convention book and the NHA website.

The NHA Annual Convention is Nebraska’s largest statewide health care event and trade show, providing one-on-one networking opportunities with health care decision makers.

Convention attendees include:

CEOs, CFOs, COOs, CNOs, human resources, purchasing, marketing, IT, safety/quality managers and many others.

- NHA Annual Convention trade show booth space typically sells out each year prior to registration deadline.
- NHA Annual Convention hosts an average of 800 attendees each year. **Record attendance in 2016 – more than 1,000!**

TESTIMONIALS

“
Medefis understands the importance of associating ourselves with the Nebraska Hospital Association and we offer all NHA members our best-in-class workforce solutions platform. Critical Access Hospitals, normally in rural locations, struggle in obtaining quality healthcare professionals in comparison to other larger healthcare systems. The NHA is a proven active association who keeps their members in mind and collaborates with the right organizations to provide their associates with the best of the best. It is a win-win situation when we create and work with true partnership.
”
Núria Archer, CPC, Workforce Solutions Consultant
Medefis, Inc.

“
As Nebraska’s leading medical liability carrier, we are very proud to be a partner of NHA. Our long-standing relationship has garnered many opportunities to connect with our clients and meet new prospective clients. The staff at NHA is fabulous and we value their work, relationship, and passion for serving Nebraska’s hospitals.
”
Keely Kinnick Sanden, ARM, CIC, Account Executive
MMIC

“
Credit Management’s affiliate membership with the NHA has been vital in building long-term relationships with member hospitals. The education and insight we have gained through our membership has assisted us in better meeting the needs of our hospital clients.
”
Ben Copple, Vice President of Sales and Marketing
Credit Management Services, Inc.

*See more testimonials on the back page

SPONSORSHIP LEVELS

Platinum Affiliate Membership - \$15,000

BENEFITS YOU RECEIVE:

- Announcement on NHA website home page.
- Company listing on NHA website with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Full page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *The Advocate* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Platinum sponsor ribbon on name badge at each NHA meeting attended.
- Company logo for a full year on the NHA website home page with link to your company's website.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

NHA Annual Convention & Trade Show

- Trade Show booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in convention registration book and Convention app with your company logo.
- Platinum sponsor listing with your company's logo in NHA Convention registration book on the sponsor page.
- Platinum sponsor listing on the NHA website with link to your company's website.
- Platinum sponsor listing on welcome banner throughout convention. (separate from sponsor banner)
- Full page ad in the convention registration book.
- Complimentary registrations for four company representatives to attend the NHA Convention.
- Verbal recognition at the Sponsors' Social.
- Sponsorship of all coffee breaks on the first day of convention.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA convention for up to two company representatives.
- Exclusive sponsorship of one keynote speaker.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for four company representatives to attend the forum.
- Complimentary registrations for four company representatives to participate in golf tournament.
- Exhibit space.
- Verbal recognition at the Sponsors' Social.
- Recognition in the registration brochure and event signage.
- Recognition on Spring Forum web page including your company logo and link to your website.
- Sponsorship of one speaker with company logo included in event brochure near speaker information.
- Sponsorship of one break.

NHA Advocacy Day

- Verbal recognition during program.
- Recognition in registration brochure, event signage and in materials handed out at the event.
- Recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for two company representatives.

NHA Leadership Institute

- Sponsorship of the NHA Leadership Institute.
- Recognition in registration brochure and other Leadership Institute marketing materials.
- Company logo on Leadership Institute web page with link to your website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



SPONSORSHIP LEVELS

Gold Affiliate Membership - \$10,000

BENEFITS YOU RECEIVE:

- Announcement on NHA website home page.
- Company listing on NHA website with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Half page ad in the NHA Nebraska Health Care Resource Directory with preferential placement.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *The Advocate* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Gold sponsor ribbon on name badge at each NHA meeting attended.
- Company logo for a full year on the NHA home page with link to your company's website.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Opportunity to have your company's educational events included in NHA's e-newsletters.

NHA Annual Convention & Trade Show

- Trade Show booth with preferential placement at the largest health care trade show in Nebraska. Also includes your company's information listed in convention registration book and on Convention app with your company logo.
- Gold sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Gold sponsor listing on the NHA website with link to your company's website.
- Gold sponsor listing on sponsor banner throughout convention.
- Half page ad in the convention registration book.
- Complimentary registrations for three company representatives to attend the NHA Convention.
- Sponsorship of Friday's continental breakfast.
- Opportunity to join the members of the NHA board of directors at their dinner prior to the beginning of NHA convention for one company representative.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for three company representatives to attend the forum.
- Complimentary registrations for three company representatives to participate in golf tournament.
- Exhibit space.
- Verbal recognition at the Sponsors' Social.
- Recognition in the registration brochure and event signage.
- Recognition on Spring Forum web page including your company logo and link to your website.

NHA Advocacy Day

- Verbal recognition during program.
- Recognition in registration brochure, event signage and in materials handed out at the event.
- Recognition on the NHA Advocacy Day web page with link to your company's website.
- Complimentary registration for one company representative.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



SPONSORSHIP LEVELS

Silver Affiliate Membership - \$6,000

BENEFITS YOU RECEIVE:

- Announcement on NHA website home page.
- Company listing on NHA website with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Quarter page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *The Advocate* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Silver sponsor ribbon on name badge at each NHA meeting attended.
- Company logo for six months on the NHA home page with link to your company's website.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

NHA Annual Convention & Trade Show

- Trade Show booth at the largest health care trade show in Nebraska. Includes your company's information listed in convention registration book and on Convention app with your company logo.
- Silver sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Silver sponsor listing on the NHA website with link to your company's website.
- Silver sponsor listing on sponsor banner throughout convention.
- Quarter page ad in the convention registration book.
- Complimentary registrations for two company representatives to attend the NHA Convention.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for two company representatives to attend the forum.
- Complimentary registrations for two company representatives to participate in golf tournament.
- Exhibit space.
- Verbal recognition at the Sponsors' Social.
- Recognition in the registration brochure and event signage.
- Recognition on the NHA Spring Forum web page with link to your company's website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



SPONSORSHIP LEVELS

Bronze Affiliate Membership - \$4,000

BENEFITS YOU RECEIVE:

- Announcement on NHA website home page.
- Company listing on NHA website with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Eighth page ad in the NHA Nebraska Health Care Resource Directory.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska* magazine.
- Subscription to the NHA's electronic newsletters: *Newslink*, *The Advocate* and *e-Bulletin*.
- Bronze sponsor ribbon on name badge at each NHA meeting attended.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.

NHA Annual Convention & Trade Show

- Trade Show booth at the largest health care trade show in Nebraska. Includes your company's information listed in convention registration book and on Convention app with your company logo.
- Bronze sponsor listing with your company's logo in NHA Convention registration book on sponsor page.
- Bronze sponsor listing on the NHA website with link to your company's website.
- Bronze sponsor listing on sponsor banner throughout convention.
- Eighth page ad in the convention registration book.
- Complimentary registration for one company representative to attend the NHA Convention.

NHA Spring Forum & Golf Tournament

- Complimentary registrations for one company representative to attend the forum.
- Complimentary registrations for one company representative to participate in golf tournament.
- Exhibit space.
- Verbal recognition at the Sponsors' Social.
- Recognition in the registration brochure and event signage.
- Recognition on the NHA Spring Forum web page with link to your company's website.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.



Any level of Affiliate Membership has the opportunity to choose from many additional sponsorships at the NHA Annual Convention:

- NHA Convention app and banner ads
- NHA Convention portfolio
- The Caring Kind Awards Luncheon
- Networking Luncheon
- Sponsors' Social
- Trade Show Luncheon
- NHA Awards Banquet
- Keynote and Breakout Sessions
- Women's Leadership Luncheon
- Trade Show Exhibitor space
- Advertising
- Convention Bookstore
- Convention Charging Station
- Breaks

SPONSORSHIP LEVELS

Partner Affiliate Membership - \$1,250

BENEFITS YOU RECEIVE:

- Announcement on NHA home page.
- Company listing on NHA website with link to your company website.
- Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
- Company listing in the NHA Member Value Report.
- Subscription to *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska.
- Subscription to the NHA's electronic newsletters: *Newslink*, *The Advocate* and *e-Bulletin*.
- Member rate to attend NHA educational programs and events.
- Opportunity to submit an education presentation Request for Proposal (RFP) for consideration for various NHA educational events. RFPs are reviewed by the NHA Education Advisory Group to determine selection.
- Sponsor ribbon on name badge at each NHA meeting attended.
- Partner Affiliate Members do have the opportunity to purchase an ad for inclusion in the NHA Resource Directory and the NHA Annual Convention book for an additional fee.

Spring Forum & Annual Convention Trade Shows

- Listing as Partner Affiliate Member in NHA Convention book.
- Partner Affiliate Members have the opportunity to purchase an exhibitor booth to participate in the Spring Forum and the Annual Convention Trade Shows for an additional fee of \$1,000 per event as space allows (first come, first served). If you choose not to become a Partner Affiliate Member and still want to participate in either of the Trade Shows, you may purchase an exhibitor booth for \$2,250 if space is available. Exhibit space is limited and priority is given to Platinum, Gold, Silver and Bronze Affiliate Members, as their benefits packages each include exhibitor space.

Sponsorship of Health Care Career Scholarship (optional)

- Sponsor a NHA hospital employee for an undergraduate and/or graduate health care career scholarship in your organization's name.
- The NHA will disseminate through its annual scholarship program with your organization's scholarship incorporated in the NHA scholarship brochure.
- The NHA will promote through its media outlets.

Something to Consider

If you choose to become a Partner Affiliate Member, note that a Bronze Affiliate Membership includes an exhibitor booth along with many more benefits for only \$2,750 more. Silver Affiliate Membership includes an exhibitor show booth along with **even more** benefits. See pages 14-15 for benefit comparison by level.

For more information about exhibiting at the Spring Form and Annual Convention Trade Show, contact Heather Bullock at (402) 724-8148 or email hbullock@nebraskahospitals.org.

REQUEST FOR PROPOSALS

As a member of the NHA Affiliate Membership Program, you have the opportunity to submit a Request for Proposal (RFP) to present an educational session to the NHA membership during the calendar year. This is NOT a guarantee that the submitted proposal will be accepted and incorporated into the year's educational offerings. Presentation topics proposed must be of interest to our members and in line with our mission. There are no honorariums or travel expenses paid for education presentations.

All proposals are reviewed by the NHA Research and Educational Foundation's Education Advisory Group for final determination of acceptance. This group consists of a cross-section of 15 individuals from NHA member hospitals including CEOs, CFOs, DONs, human resource and education staff, as well as management and clinical staff from across the state. The Advisory Group makes selections based upon programming they feel will be the most targeted, timely and beneficial in addressing the educational needs of hospitals during the year.

We are looking for new and innovative educational offerings/speakers for a variety of venues:

- Full day, stand-alone educational sessions
- Half day, stand-alone educational sessions
- Breakout presentations at the NHA Annual Convention and NHA Spring Forum
- Webinar presentations for NHA members and/or hospitals in other states across the country via a network of the 50 state hospital associations

EVENTS & PROGRAMS

Spring Forum & Golf Tournament (May 24-26, 2017 - Younes Conference Center, Kearney)

The NHA Spring Forum (formerly called Mid-Year Meeting) is a smaller annual event than the Annual Convention and has historically been targeted at Critical Access Hospital members of the C-suite. A specific topic is identified and individual sessions are provided to support the central theme of the meeting. This event is held in conjunction with the summer meeting of the Nebraska Chapter of the Healthcare Financial Management Association (HFMA) and the Nebraska Organization of Nurse Leaders (NONL). HFMA co-sponsors the annual golf tournament that is held on the day prior to the Forum. The Spring Forum includes individualized tracks of education for CEOs, CFOs, HR and clinical hospital staff.

Advocacy Day (March 8, 2017 - The Cornhusker Marriott Hotel, Lincoln)

To accomplish its mission and serve its members, the NHA proactively positions itself as the most respected, knowledgeable and influential resource for the development of health care policy by providing strong leadership, communicating effectively and strategically collaborating with policymakers, NHA members and other stakeholders. NHA Advocacy Day is a half-day workshop designed to provide hospital CEOs, advocacy team members, trustees, key hospital staff, state senators and their staff, leaders of HHS and other state health care advocates with important information about state and federal legislative issues. The event culminates at a luncheon with Nebraska's state senators. The event is held annually in the spring during the legislative session.

Annual Convention & Trade Show (October 25-27, 2017 - Embassy Suites, La Vista)

The NHA Annual Convention is the largest gathering of health care professionals in the state and brings together hundreds of health care professionals to gain insight on leadership, new technology and industry trends, quality excellence and human motivation. Health care professionals network with business colleagues and make contacts at the trade show. With 100 exhibitors, this is your BEST opportunity to network and make contacts with health care decision makers from across Nebraska at one exciting event! The convention features keynote sessions by nationally known speakers and individual breakout meetings conducted by a variety of professional membership groups. The NHA Annual Convention offers more than a dozen sponsorship opportunities other than the trade show to promote your company's expertise. The event is held annually in the fall.

Leadership Institute (January-October)

In our commitment to strengthen and promote the leadership skills of Nebraska hospital employees, the NHA Research and Educational Foundation developed the NHA Leadership Institute in 2004. The NHA Leadership Institute provides up-and-coming leaders within hospitals the necessary skills to become exceptional leaders and puts them on the pathway to senior management positions. Experts from the Bellevue University Corporate Learning Department serve as faculty for the Leadership Institute. Each year, approximately 30 health care professionals from across Nebraska come together for the 10-month program designed to instruct, inspire and invigorate. Participants establish peer-to-peer connections and lifelong bonds with classmates and faculty.

CONNECT with NEBRASKA HOSPITALS

We pride ourselves in keeping the most updated information on our member hospitals. On our website, we include each member hospital's web address, mailing address, phone numbers and CEO name. When staff changes are announced for a member hospital, we are notified and we update our databases accordingly.

If you are looking to send out targeted mailings to our member hospitals, please contact Heather Bullock, member services and events manager, at (402) 742-8148 or hbullock@nebraskahospitals.org, to discuss opportunities for us to help.

NHA Annual Convention Samples

With hundreds of attendees, the NHA Annual Convention provides optimal exposure for your company in many ways!



NHA Annual Convention book

NHA programs | Wednesday, October 12

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

The Spark, the Flame and the Torch
Lance Secretan, PhD

What makes some people so unique that they become a beacon for the rest of us? How do they achieve breakthroughs and unique accomplishments that others merely hope for? How do they inspire us to do things we would not otherwise be able to do on our own? In other words, what makes a great leader, and how do they inspire us and change the world?

In this keynote, Dr. Lance Secretan takes us on an invigorating, radical and inspiring journey in which he asks a question: "Given all the investments we have made with leadership experts, consultants, books and workshops, why is our contemporary leadership paradigm so broken – in politics, business, academic, health care, law, religion and elsewhere?" He will share an entirely fresh approach that breaks away from the pack – a reset – that has been successfully proven by corporations, cities, states, provinces and countries.

Dr. Secretan challenges current thinking about mission, vision and values statements, leadership theory, brand management theory, motivation techniques, psychometric profiling, performance management systems and coaching, to name a few and then describes, based on his own experience and success, how alternatives to these ideas – called Higher Ground Leadership™ – have been successfully implemented by some of the greatest organizations in the world. His presentation will reveal the results of 35 years of research, teaching and working with great leaders globally. This is a message that unlocks the answers to challenging questions and defines a leadership path that will forever change your thinking – and change your life.

He shows us how everyone can be an inspiring leader, create inspiring organizations and change the world. He presents ideas in his trademark style, enriched by dazzling multimedia, fascinating stories and metaphors, and a unique engagement with the audience. Dr. Secretan distills complex and original ideas into simple, easy-to-implement concepts, processes and exercises that enable you to inspire a team, organization or country and to build strong friends.

Co-sponsored by:

Break • 10:00 – 10:30 a.m.

Breakout Sessions 1, 2 & 3 • 10:30 a.m. – 12:00 p.m.

1. Secrets to Success: Selecting and Incorporating Innovative Solutions
Presenter: Michael Sutter, CRNA, MSN, BSBA, Chief Innovation Officer, Carle Foundation Hospital/Carle Physician Group - Urbana, IL

Selecting the right solution to a challenge is essential to the success of the project. Using the Carle Foundation Hospital and Carle Physician Group as case studies, this session will explore the hallmarks of successful innovations and help you identify solutions that are right-sized for your organization.

2. Developing High-Functioning Leadership Teams
Presenter: Tina Nazier, Director of Strategic Alignment, Health Care Practice, Wipfl LLP - Eau Claire, WI

This session takes a look at the five elements of highly-effective leadership teams, provides methods for assessing the effectiveness of your team, and shares tools to improve leadership team effectiveness. This session incorporates group and individual activities. At the conclusion of the presentation, participants will learn how to master the five elements so they can be practically applied in daily situations.

3. The Great Transition From Fee-for-Service to Value-Based Payment
Presenter: Stuart J. Schaft, CMA, CHFP, Manager, Verilon - Philadelphia, PA

Successfully adapting to emerging value-based reimbursement models is one of the greatest challenges that critical access hospitals, multi-facility health systems, physician groups and other health care providers will face over the next few years. This session will focus on key initiatives including Comprehensive Care for Joint Replacement (CJR), the Transforming Clinical Practices Initiative (TCPI), the Merit-Based Incentive Payment System (MIPS) and Alternative Payment Models (APMs). Participants will learn a step-by-step methodology for evaluating their operational and bottom-line impacts of these initiatives and a framework for answering the "What," the "When," and the "How" for their own organizations.

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Sponsorship of keynote speaker, breakout session, etc.

NHA website Convention page & e-newsletters

Annual Convention sponsors

The NHA would like to thank its generous sponsors for their support in making the NHA 2016 Annual Convention possible:

Platinum Affiliate Member Sponsor

Silver Affiliate Member Sponsors

Bronze Affiliate Member Sponsors

Additional Convention Sponsors

Page 1 | NHA 2016 Annual Convention

NHA Trade Show | Thursday, October 13

Exhibitors

Altrix
Altrix
American National Bank
Amenize Services
ASI Signage Innovations
Associated Imaging Services
athenshealth
Auresis Medical Group
The Austin Company
Avera eCare
BD Construction
Beckenbauer Construction
Bellevue University
Bio Electronics
Blue Cross and Blue Shield of Nebraska
Bryan Telemedicine
Cavin L. Vintz Architects, P.C.
Canon Moss Brygger Architects
consequence
Clarkson College
COMMON
Community Hospital Corporation
COPIC
Coverys
Credit Management Services, Inc.
Danland Construction Co.
Davis Design
Dixon
Docs Who Care
Eide Bailly LLP
Electronic Contracting Company
Electronic Sound, Inc.
Invident
I2V Way, Inc.
Farris Engineering
First National Capital Markets
FocusOne Solutions

General Collection Co.
The Graham Group
Great Plains Communications
The Harry A. Koch Co.
Haumann Construction, Inc.
HEB
Hoefler Wyszocki Architecture
Holland Basham Architects
ICE Technologies, Inc.
InStyle Rehabilitation
Intellum
JE Dunn Construction
Keast Building Group
KITECH Project Services
Kurt Johnson Photography
L&C Care Associates
LMC Insurance & Risk Management
Lutz
Marotte
MasterCare Patient Equipment
McCarthy Building Companies, Inc.
McKesson Health Solutions
MedSoft, Inc.
Medical Information Technology, Inc. (MEDITECH)
Medi-Waste Disposal
MedPro Group
Midwest Medical Transport & Midwest MedAir
Mill Creek
MMIC
National Research Corporation
Nebraska Community Blood Bank
Nebraska Medicine
Nebraska Methodist College
Nebraska Total Care
OffSite Image Management, Inc.
The Olson Group
Patient Education Institute
Paycor, Inc.

Prairie Health Ventures
ProAssurance
Professional Associations
RDG Planning & Design
Regional Care, Inc.
RehabStations
Reliant Rehabilitation
Risk Administration Services (RAS)
Hyler Rosacker McCue & Huston
Sampson Construction Co., Inc.
Schlemmer
Shannon Specialty Floors
Signature Performance
SilverStone Group
SOCS Websites & FES Services
Spectrum Business Enterprise Solutions
Team Concepts
TSP, Inc.
Union Bank & Trust Co.
UnitedHealthcare
Universal Hospital Services
Valley Hope Association
VIT Security
Wipfl LLP

Download the NHA Convention app to learn more about the exhibitors, download their contact information and locate their exhibit booth! See pages 4 & 5 for details.

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Exhibit booth at largest health care trade show in Nebraska

Convention app

NHA Annual Convention app

GO DIGITAL!

The free NHA Annual Convention mobile app will enhance your convention experience and make it easy to network with your peers. We have developed this app to put information and resources at your fingertips!

Download the app – and don't miss a thing!

There are three ways to acquire the app:

- Download at tripbuilder.com/nha2016
- Download from the App Store (Apple products).
- Download from the Play Store (Android products).

App search keywords:

- Nebraska Hospital Association
- NHA
- NHA Convention 2016
- NHAQDW16

Works on all Apple and Android devices.

Play the SilverStone Group's Wisdom at Work Challenge!

New to this year's Convention app is SilverStone Group's Wisdom at Work Challenge – test your own Wisdom at Work by answering multiple choice questions and gain points by selecting the correct answer. Answers may be learned by visiting our website, stopping by our booth or chatting with other attendees. As you play, see how you rank with your fellow attendees via the Players board in the app. Once you've reached the specific points needed, you'll qualify as a Finalist, which puts you in the running for a prize giveaway!

Download the NHA Convention app and have fun!

Experiencing PAIN in your benefit plan?

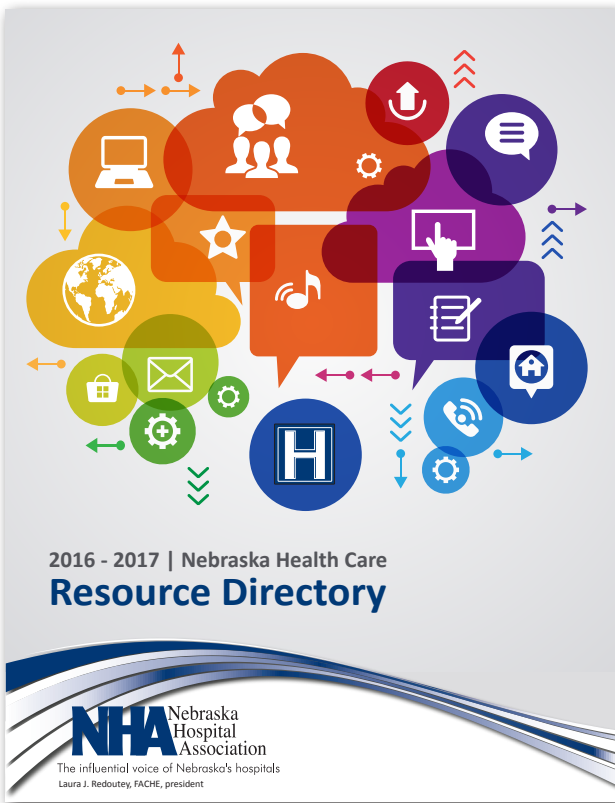
Rather than making an unnecessary incision, let SilverStone Group conduct an analysis to see where treatment may be needed. We'll help you develop a benefits plan that delivers value and satisfies YOUR objectives.

Compliance Through review of everything related to compliance.
Coverage Review Consultation around the coverages you need and the ones you don't.
Cost Containment and Future Strategies Holistic options designed for you.
Transparency Continuous program monitoring to help eliminate surprises.

Page 8 | NHA 2016 Annual Convention

Convention app banner ads

Nebraska Health Care Resource Directory Samples



NHA AFFILIATE MEMBERS

PLATINUM AFFILIATE MEMBER

LMC Insurance & Risk Management
4200 University Avenue, Ste. 200
West Des Moines, IA 50266-5945
Ford Singbush, vice president
Phone: 800/677-1529 or 515/237-0138
Fax: 515/244-9535
Email: ford.singbush@lmcins.com
Website: lmcins.com
Insurance, workers' comp & risk services

Bronze Affiliate Members

American National Bank
8990 W. Dodge Road
Omaha, NE 68114
Ed Finan, first vice president
Phone: 402/399-5028 • Fax: 402/399-5057
Email: efinan@anbank.com
Website: anbank.com
Banking

Ameritex Services
Omaha, NE 68108
Aimee Forbes, director of operations
Phone: 402/592-4975 • Fax: 402/592-2880
Email: aimee@ameritexservices.com
Website: ameritexservices.com
Laundry service provider

Arbor Health Plan
2120 S. 72nd Street, Ste. 1000
Omaha, NE 68124
Jarry A. Feilmeier, chief executive officer
Phone: 402/507-5900 • Fax: 402/592-5901
Email: jfeilmeier@arborhealthplan.com
Website: arborhealthplan.com
Medicaid MCO

Baird Holm LLP
1700 Farnam Street, Ste. 1500
Omaha, NE 68102
John R. Holdenried, JD, partner
Phone: 402/344-0500 • Fax: 402/344-0588
Email: jholdenried@bairdholm.com
Website: bairdholm.com
Law firm

BD Construction, Inc.
209 E. 6th Street
Kearney, NE 68847
Mike Kalb, business development
Phone: 308/234-1836 • Fax: 308/234-9606
Email: mkalb@bdconstruction.com
Website: bdconstruction.com
Construction

Silver Affiliate Members

Aetna Better Health of Nebraska
15950 W. Dodge Road
Omaha, NE 68118
Jonathan E. Copley, Esq., chief executive officer
Phone: 402/955-7266 • Fax: 402/995-7280
Email: copleyj@aetna.com
Website: aetnabetterhealth.com/nebraska
Medicaid managed care plan

COPIC
P.O. Box 17540
Denver, CO 80217-0540
Kristin Stepien, director of sales
Phone: 720/858-6186 • Fax: 720/858-6220
Email: ksteplen@copic.com
Website: callcopic.com
Professional liability insurance

HDR
8404 Indian Hills Drive
Omaha, NE 68114
Alicia Kempcke, pursuits specialist
Phone: 402/392-6922 • Fax: 402/399-1238
Email: alicia.kempcke@hdrinc.com
Website: hdrinc.com
Architecture, engineering & health care consulting

MMIC
7701 France Avenue South, Ste. 500
Minneapolis, MN 55435
Keely Kinnick Sanden, account executive
Phone: 712/684-2500 • 515/577-3888 mobile
Email: keely.kinnicksanden@mmicgroup.com
Website: mmicgroup.com
Medical liability insurance & risk management services

Union Bank & Trust Company
6801 S. 27th Street
Lincoln, NE 68512
Kathy Stewart, vice president
Phone: 402/337-1634 • Fax: 402/323-1286
Email: kathy.stewart@ubt.com
Website: ubt.com
Insurance, financing, retirement plans, corporate trust

nebraskahospitals.org | Page 95

NHA Health Care Resource Directory ad examples
(Ads shown not intended as preferential treatment of advertiser.)

Company listing included

HERE'S TO A HEALTHY BOTTOM LINE.

UBT
Union Bank & Trust

UE UNION
EQUIPMENT FINANCE

zelle
Typical business solutions

Recruiting Training Wellness

We're here to help make your life easier. Contact Kathy Stewart to get started.

Member FDIC ubt.com | 402.323.1634

Investment Products: Not FDIC Insured — No Bank Guarantee — May Lose Value

We understand the art of healing and the science of avoiding risk.

Medical liability and more.

MMIC is the Midwest's leading provider of medical liability insurance and risk management services, helping health care providers improve patient safety and enhance performance.

MMICgroup.com

MMIC

SEIM JOHNSON

For over forty years, our approach to service is to fully understand your goals and provide the solutions with vision that will keep you ahead of the curve for years to come.

With Seim Johnson, you'll experience more than exceptional service — you'll gain SOLUTIONS WITH VISION

402-330-2660 seimjohnson.com

Page 8 | NHA 2016-17 Nebraska Health Care Resource Directory

TOP 200 FIRM

full page page ad

Kiewit

Transforming Healthcare in Nebraska

Kiewit Building Group
302 South 36th Street | Omaha, NE 68131 | 402.977.4500

1/2 page ad
(8.5 x 11 page)

SEJUNN

WE BUILD INSPIRED PLACES TO heal

17119 Marcy Street, Omaha, Nebraska SEJUNN.com

WE'VE GOT MORE THAN JUST YOUR BACK.

COPIC's trusted medical liability coverage includes on-site assessments that reduce risk and reinforce better outcomes, access to 100+ education programs, and 24/7 access to physician risk managers. We keep you covered from front to back.

callcopic.com | 720.858.6000

COPIC
Better Medicine • Better Lives
COPIC is endorsed by

Colorado Hospital Association • Colorado Medical Society • Nebraska Medical Association

Celebrating a Century of Service

- Medical Professional Liability
- Business Insurance
- Workers' Compensation
- Safety & Loss Control
- Employee Benefits
- Surety Bonds

The Harry A. Koch Co.
Insurance & Financial Consultants

www.hakco.com | 402.861.7000


1/4 page ad

1/8 page ads

Other Benefits

NHA Affiliate Program
Affiliate membership is for the calendar year. Renewals begin December 1 for the following year. Companies applying for Affiliate Membership after June 1 will have prorated dues. Please contact Heather Huslock, Member Services & Events Manager, via email or call (402) 742-8148 for more information.

Platinum Affiliate Member



LMC Insurance & Risk Management
Insurance, workers' Comp & risk services

Silver Affiliate Members

- Aetna Better Health of Nebraska** - Medicaid managed care plan
- COPIC** - Professional liability insurance
- HDR** - Architecture, engineering & health care consulting
- MMIC** - medical liability insurance & risk management services
- Union Bank & Trust/Union Agency** - Insurance, financing, retirement plans, corporate trust

Bronze Affiliate Members

- American National Bank** - Banking
- Ameritex Services** - Laundry service provider
- Arbor Health Plan** - Medicaid MCO
- Baird Holm LLP** - Law firm
- BD Construction, Inc.** - Construction
- Reckenhauer Construction, Inc.**

Your company information listed on NHA website with link



Reporting on Nebraska health care news

October 21, 2016 | Vol. 46, No. 7

Welcome

Local, State and National News

Hospital Compare is updated with VA hospital performance data
Today, the Centers for Medicare & Medicaid Services (CMS) is pleased to announce the inclusion of Veterans Administration (VA) hospital performance data. The VA hospital performance data can be found via a link on [Hospital Compare](#). Additional VA hospital data will be added in December with plans for future seamless integration of VA data onto the Hospital Compare website to allow comparison of performance between VA and civilian acute care hospitals. [READ MORE](#)

CMS updates providers on efforts to improve access to care in rural America
The Centers for Medicare & Medicaid Services recently convened a [Rural Health Solutions Summit](#), where agency leaders and health care stakeholders discussed ways to improve access to care in rural America and support innovation in health care delivery. Participants included Karen DeSalvo, M.D., acting assistant secretary for health at the Department of Health and Human Services, CMS Acting Administrator Andy Slavitt and other agency leaders, who updated participants on the work of CMS's Rural Health Council and other divisions to address issues facing rural hospitals and care providers. CMS also facilitated conversations on maintaining access to essential health services, enhancing innovation in rural health care delivery and modernizing telemedicine. The agency plans to conduct regional listening sessions in the coming months. AHA participated in the summit and will share information on the upcoming listening sessions as it becomes available.
AHA News Now

Health leaders share priorities for next administration, Congress
To continue to transform the health care delivery system and improve quality and affordability of care for patients, hospitals need the next administration and Congress to prioritize modernizing outdated

Subscription to the NHA online e-newsletters

SPRING 2016 • VOLUME 19 NUMBER 1

Healthier Nebraska



METHODIST WOMEN'S HOSPITAL
OMAHA, NE

NHA Nebraska Hospital Association
The influential voice of Nebraska's hospitals

Laura J. Redoubty, FACHE
President

Subscription and opportunity to submit one article and one advertorial about your company to be included in *Healthier Nebraska*, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other health care stakeholders in Nebraska

Nebraska Hospital Association
2015 Member Value Report



NHA Nebraska Hospital Association
The influential voice of Nebraska's hospitals

Company listing included

NHA Nebraska Hospital Association
The influential voice of Nebraska's hospitals

ADVOCACY

MARCH 12
8 a.m. - 1 p.m. (Registration)
The Cornhusker Marriott Hotel | Lincoln, NE

AGENDA

- 7:30 a.m. Registration and Continental Breakfast
- 8:00 a.m. Welcome and Opening Remarks
Laura J. Redoubty, FACHE, President
Nebraska Hospital Association
- 8:15 a.m. Keynote Address
Jeffrey Gold, M.D., Chancellor
University of Nebraska Medical Center
Introduction: Mike Hansen, FACHE
- 9:00 a.m. 104th Legislature: The Speaker's Perspective
Senator Galea Healy, Speaker of the Legislature
Introduction: Devin Nettek, FACHE
- 9:45 a.m. Looking to the Future of Health Care
Senator Kathy Campbell, Chair
Health and Human Services Committee
- 10:15 a.m. Break
- 10:30 a.m. Efforts within the Department of Health and Human Services
Caitlin Lynch, Director
Division of Medicaid & Long-Term Care
Introduction: Jim Ulrich, FACHE, ACHE
- 11:00 a.m. The View from Washington, D.C.
Paul Marston, Regional Executive, Region 6
American Hospital Association
Introduction: Devin Nettek, FACHE
- 11:20 a.m. NHA Political Action Committee Update
Elizabeth Hunt, Director of Advocacy
Nebraska Hospital Association
- 2015 Advocacy Team of the Year Award
Elizabeth Hunt, Director of Advocacy
Nebraska Hospital Association
- 11:35 a.m. State Legislative Briefing
Andy Hall, Vice President, Advocacy
Nebraska Hospital Association
- 12:00 p.m. Luncheon with State Policymakers

SPONSORS

Platinum Sponsor
LMC Insurance & Risk Management

Chemical Sponsors
BAIRD HOLM LLP
ATTORNEYS AT LAW
BOW BRITTE COLUMBIUS HOSPITAL
COLUMBIUS LABORATORY SERVICES

Nebraska Medicine

Advocate Sponsors
COPIC
Member, Advocate & Billing | Care
Sampson

Contribution Sponsors
Lexington Data Services
Avera St. Anthony's Hospital
Children's Hospital & Medical Center
LIFE
Medell, Inc.
Card Law Firm
Community Hospital
Dent-Bremser HealthCare

Sponsorship recognition on signage, marketing materials and website

Affiliate Membership Benefits At-A-Glance

Benefits received based on membership level:

Announcement on NHA website home page.
Company listing on NHA website with link to your company website.
Company listing in the NHA Nebraska Health Care Resource Directory, including a brief company description and key contact.
Ad in the NHA Nebraska Health Care Resource Directory.
Company listing in the NHA Member Value Report.
Subscription to Healthier Nebraska, a quarterly health care news magazine delivered to hospitals, trustees, legislators and other stakeholders.
Subscription to the NHA's electronic newsletters: Newslink, The Advocate and e-Bulletin.
Member rate to attend NHA educational programs and events.
Sponsor ribbon on name badge at each NHA meeting attended.
Opportunity to submit an education presentation Request for Proposal for consideration for various NHA educational events.
Opportunity to submit one article and one advertorial about your company to be included in Healthier Nebraska magazine.
Company logo or rotating banner ad on the NHA home page with link to your company's website.
Sponsorship of health care career scholarship (optional)
NHA Annual Convention & Trade Show
Company listing in NHA Convention registration book as an NHA Affiliate Member.
Sponsor level listing in NHA Convention registration book on sponsor page.
Trade Show booth. Includes your company's information listed in convention registration book and on Convention app with your logo.
Ad in NHA Convention registration book.
Complimentary registrations for company representatives to attend the NHA Convention.
Sponsor level listing on the NHA website with link to your company's website.
Sponsor level listing on welcome banner throughout convention.
Sponsorship of a coffee break or continental breakfast at NHA Convention.
Opportunity to join members of the NHA board of directors at their dinner prior to NHA convention for company representative.
Exclusive sponsorship of one keynote speaker.
NHA Spring Forum & Golf Tournament
Complimentary registrations for company representatives to attend the meeting.
Complimentary registrations for company representatives to participate in golf tournament.
Exhibit space.
Verbal recognition at Sponsors' Social.
Recognition in the registration brochure and event signage.
Recognition on Spring Forum web page including link to company website
Sponsorship of one Spring Forum speaker. Company logo included in event brochure.
Sponsorship of Spring Forum coffee break.
NHA Advocacy Day
Verbal recognition during program.
Recognition in registration brochure, event signage and in materials handed out at event.
Recognition on the NHA Advocacy Day web page.
Complimentary registration for company representative.
NHA Leadership Institute
Sponsorship of the NHA Leadership Institute.
Recognition in registration brochure and other Leadership Institute marketing materials.
Company logo on Leadership Institute web page with link to your website.

Colored boxes indicate what benefits each level receives.



PLATINUM	GOLD	SILVER	BRONZE	PARTNER
Full page ad - preferential placement	1/2 page ad - preferential placement	1/4 page ad	1/8 page ad	ad can be purchased
1 year	1 year	6 months		
preferential placement	preferential placement			booth can be purchased
Full page ad	1/2 page ad	1/4 page ad	1/8 page ad	ad can be purchased
4 registrations	3 registrations	2 registrations	1 registration	
Wednesday coffee breaks	Friday continental bkfst			
2 representatives	1 representative			
4 registrations	3 registrations	2 registrations	1 registration	
4 registrations	3 registrations	2 registrations	1 registration	
				space can be purchased
logo included	logo included	logo included		
2 registrations	1 registration			

“

SilverStone Group has been a member of the NHA for many years and has always found value in the relationships that we create. We continue to be very engaged with NHA members and enjoy the opportunity to participate in the NHA events. The visibility that we get from the NHA also helps us in building business relationships that bring value to NHA members.

Cara Kirsch, Vice President, Employee Benefits
SilverStone Group

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“

COMMONd recently joined the NHA Affiliate Membership Program in August of 2016. We joined at the strong recommendation of Luke Poore, CEO of Kearney County Health Services. Our first event with NHA was the annual convention in October. This was the best-run convention/trade show we have ever attended in our nearly 20 years of business! Whenever we needed to speak with Heather, she always answered the phone—we never had to leave her a voicemail! The event was very well organized. Heather provided us with a booth with good visibility, and the convention gave time for the attendees to visit the booth and learn more about what we do and how we can help their facility. We introduced our services to most of the facilities and have had in-depth conversations with 5-6 facilities in the one month following the convention. To build upon this initial introduction to NHA members, we are now working with Jon Borton to learn more about the NHA Services program. We have had some initial conversations, and we are very pleased to find that the program is expected to be mutually beneficial to the NHA, its members and COMMONd.

Jeannine Horan, Partner
COMMONd

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