



Nebraska Hospital Association

90th ANNIVERSARY CONVENTION

October 25-27, 2017

It's our 90th Anniversary! Join us Oct. 25-27, 2017, at Embassy Suites Omaha-La Vista Hotel & Conference Center to celebrate this milestone and enjoy top-notch educational programming, social events and the largest health care trade show in Nebraska.
Mark your calendar to attend!



KEYNOTE SPEAKERS



Wednesday Keynote | October 25
Marty Makary, MD

Surgeon and health care expert who focuses on common-sense reforms for health care and transparency of medical information.

Dr. Marty Makary is the *New York Times* best selling author of *Unaccountable*, a 2012 *Library Journal* “Book of the Year”—a book about how transparency is revolutionizing medicine and empowering patients. He is a leading health care expert and was the lead author of the original publications on the surgery checklist. He led the World Health Organization technical workgroup on developing metrics to measure surgical quality worldwide.

Dr. Makary is a gastrointestinal surgeon, researcher and associate professor of health policy and management at Johns Hopkins University. Dr. Makary is a medical commentator and speaks on a wide variety of current health topics. A dynamic public speaker, he received the “Best Teacher” award for Georgetown University Medical School. His current efforts focus on common-sense reforms for health care and transparency of medical information. He is the author of over 150 publications on medical quality and health policy.



Thursday Keynote | October 26
Regina Holliday

Patient advocate and artist known for painting a series of murals depicting the need for clarity and transparency in medical records.

Regina Holliday is a Maryland-based patient advocate and artist known for painting a series of murals depicting the need for clarity and transparency in medical records. This advocacy mission was inspired by her husband Frederick Allen Holliday II and his struggle to get appropriate care. Affected with kidney cancer, Fred suffered poor care coordination, a lack of access to data and a series of medical errors. As a result, he lost his battle. These institutional flaws spurred Holliday to try to improve care for her husband, as well as all patients in similar situations. As a result, Fred’s death inspired Holliday to use painting as a catalyst for change.

Her artwork became part of the national health care debate. Holliday has earned a platform to push for legislation that would provide electronic health care records to patients. The paintings help to convey the fact that the people wearing them are living, breathing examples of lapses in health care, as opposed to just a statistical number.



General Session | October 26
Pete Smith

International speaker and trainer in the fields of leadership, management, personal growth and development.

Pete Smith has been called “One of America’s most influential professional development experts.” His energetic, edgy and interactive style is complimented by his ability to provide practical takeaways that actually work, while having a little fun in the process.

Mr. Smith is the author of *Dare to Matter*, which elevated to the #2 best seller in the Business Motivation and Self-Improvement category. He is a board member of the HR Alliance DC and a director in the Association for Talent Development’s DC Chapter. He is the creator of multiple leadership and management development programs, including the Rockstar Manager and the Expect to Win leadership programs.



Friday Keynote | October 27
Ben Nemtin

College student who inspired a movement that encourages individuals to realize their dreams and help others in the process.

Like typical college students, Ben Nemtin and four friends craved more excitement than what their daily lives offered. Unlike typical college students, the foursome committed to expanding outside of the monotony and to achieving to-dos on their list of “100 things to do before you die”, including everything from riding a bull (#8) to hosting a cooking show (#42) to helping to deliver a baby (#74). Their quest also included helping a stranger with something on their list for every item the group accomplished. Nemtin and friends have inspired and helped people around the world to achieve their own goals.

What started out as a two-week journey to see how many items they could check off their list has become a popular TV show and an inspiring movement that encourages individuals to realize their dreams and help others in the process.

Wednesday, October 25

9:00 – 10:00 a.m.
Opening Keynote
Modern Medicine’s Transparency Revolution
featuring Dr. Marty Makary

10:30 a.m. – 12:00 p.m.
Breakout Session 1
Care Transitions: Reducing Readmissions Through
Organizational Culture

Breakout Session 2
Regulatory Year in Review for the C-Suite

Breakout Session 3
IT Shared Services Model: What It Is and How Does
It Work?

12:00 – 1:15 p.m.
Networking Lunch

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

1:30 – 3:00 p.m.
Breakout Session 4
Creative Solutions to Challenging Access Issues:
The State of Telehealth in Our Region

Breakout Session 5
Making Sense of Patient Safety and Just Culture - Part 1

Breakout Session 6
Scary Stuff You Need to Know About the Internet of Things

3:15 – 4:45 p.m.
Breakout Session 7
Making Sense of Patient Safety and Just Culture - Part 2

Breakout Session 8
They Tried to Make Me Go to Rehab, But I Said, No, No, No.
How to “Rehab” Problem Employees with Effective
Performance Improvement Plans

Breakout Session 9
Social Determinants of Health: Life is Messy, But I Can’t
Afford to Clean It Up

5:30 – 9:00 p.m.
NHA Awards Banquet

Thursday, October 26

8:00 a.m. – 5:00 p.m.
Health Care Resource Displays

9:00 – 10:00 a.m.
Keynote Session 2
Advocating for the Patient: Using My Story to
Improve Patient Safety featuring Regina Holliday

10:15 – 11:45 a.m.
Breakout Session 10
Reversing the Downward Spiral

Breakout Session 11
Celestial Seasonings: Reading the Tea Leaves of the
Trump Administration’s Compliance Initiatives

11:30 – 1:00 p.m.
Trade Show & Lunch

1:00 – 2:30 p.m.
Breakout Session 12
An Influence Strategy for Changing Patient Behavior

Breakout Session 13
Only You Can Prevent...HIPAA Breaches! An
Update from the World of HIPAA Enforcement

3:00 – 4:30 p.m.
General Session
Dare to Matter featuring Pete Smith

4:30 – 6:00 p.m.
Trade Show & Sponsors’ Social

Friday, October 27
8:00 – 9:00 a.m.
NHA Annual Business Meeting

9:15 – 10:15 a.m.
Open Forum Sessions (CEO & HR)

10:30 – 11:30 a.m.
Closing Keynote
The Buried Life: Six Steps to Crossing Anything
Off Your List featuring Ben Nemtin

12:00 p.m. – 1:30 p.m.
The Caring Kind Awards Luncheon

THE CARING KIND
AWARDS LUNCHEON

For 38 years, Nebraska hospitals have recognized their finest at this beloved annual event. Hundreds of honorees, family, friends and co-workers gather together to celebrate. Please join us on Friday, Oct. 27, as we honor those hospital employees who exemplify caring, compassion and service excellence by presenting them with *The Caring Kind* award.

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

NEBRASKA’S LARGEST
HEALTH CARE TRADE SHOW


The NHA 2017 Annual Convention is the largest health care trade show in Nebraska, which hosts 100 exhibitors. Enjoy a fresh box lunch and visit many business partners of Nebraska’s hospitals. The trade show opens at 11:30 a.m. on Thursday, October 26, with a sponsors’ social from 4:30 - 6:00 p.m.

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



NHA AWARDS BANQUET

The Nebraska Hospital Association is proud to celebrate its 90th Anniversary at this special awards banquet on Wednesday, October 25. We will recognize achievements that have enhanced and brought honor to Nebraska’s hospitals. These awards reflect excellent personal or organizational accomplishments within the Nebraska hospital community. Awards presented will include recognition of outgoing board members of the NHA, NHA Foundation, NHA Services and Bio-Electronics, and recognition of the outgoing NHA board of directors chair. Additional awards presented include Meritorious Service awards, Trustee of the Year award, Quest for Excellence awards and the NHA’s highest award of honor, the Excellence in Service award. Graduates of Class XIV of the NHA Leadership Institute will be also be recognized.



Serving as emcee and providing entertainment is David Glickman.

David Glickman has been a speaker and entertainer for over 25 years and has worked with everyone from The Beach Boys to Steve Martin. As a popular keynote speaker, he specializes in customized humor and is an expert in “finding the funny” in the many groups to whom he’s spoken.

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ALLIED HEALTH CARE ORGANIZATION MEETINGS

- Learn about current issues from several health care organizations including:**
- American College of Healthcare Executives of Nebraska & Western Iowa/ Heartland Healthcare Executive Group (ACHE/HHEG)
 - Healthcare Financial Management Association - Nebraska Chapter (HFMA)
 - Healthcare Information & Management Systems Society (HIMSS)
 - Nebraska Healthcare Marketers (NHM)
 - Nebraska Hospital Human Resource Professionals (HR)
 - Nebraska Society for Social Work Leaders in Health Care (NSSWLHC)
 - Nebraska Society of Healthcare Engineers (NSHE)

Many
sponsorship
opportunities
available to get your
organization noticed!

Contact Heather Bullock at
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