

98TH NHA ANNUAL

Convention & Trade Show

A Message from the NHA President

Dear NHA Members, Affiliates, Allied Groups, and Service Partners,

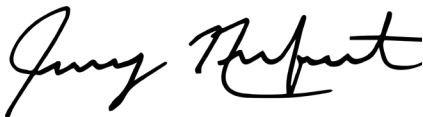
It's been an incredible year for Nebraska hospitals, filled with significant wins that will shape the future of health care in our state. From protecting the 340B program and passing PBM and prior authorization reforms at the state capitol to implementing the State Directed Payment Program and fighting to protect federal health care funding, our collective efforts have made a real impact.

Last year's annual convention was our best yet. With over 1,300 attendees, 100 vendors, four keynotes, and dozens of breakout sessions, it was a huge success. As we look ahead to the 98th Annual NHA Convention, we're building on that momentum to make this year's event even better.

We'll be exploring a wide range of topics, from groundbreaking innovations in AI and the digitization of health care to critical discussions on state and federal policy, behavioral health, senior care, leadership, and the power of storytelling. This year's convention will once again feature our Annual Awards Banquet, the Caring Kind Luncheon, and Nebraska's largest health care trade show.

The NHA team has been working tirelessly to create an educational, inspiring, and fun event that brings together the best minds in Nebraska health care.

I look forward to seeing you there.

A handwritten signature in black ink, reading "Jeremy Nordquist". The signature is fluid and cursive, with the first name "Jeremy" and last name "Nordquist" clearly distinguishable.

Jeremy Nordquist, MPA
President

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Event & Accredited Continuing Education Information

WHO SHOULD ATTEND

CEOs, CFOs, COOs, CNOs, Trustees, Nursing Leaders, Hospital Revenue Cycle Leaders, Quality Leaders, Hospital/Clinic Finance Professionals, Clinic Managers, Clinical Providers, Hospital Support Services Professionals, Hospital Foundation Leaders, Hospital/Clinic HR Professionals, Hospital/Clinic Marketing Professionals, Hospital/Clinic Social Workers, Hospital/Clinic Engineers

OVERVIEW

This program has been designed to meet the education needs of health care professionals, including hospital and clinic CEOs, CFOs, leaders, pharmacists, governing board members, and providers. This program will focus on health care best practices and resources to support the future of quality care in Nebraska.

REGISTER

Register online at: nebraskahospitals.org

REGISTRATION OPTIONS:

All-inclusive Rate for NHA programs..... \$649

YOU MAY ALSO REGISTER À LA CARTE FOR THE NHA EVENTS BELOW:

Wednesday Awards Banquet \$89
The Caring Kind Awards Luncheon \$59

ALLIED HEALTH CARE ORGANIZATION PROGRAMS:

Nebraska Health Care Marketers (NHM) \$350
Nebraska Social Work Leaders in Health Care (NSWHC) \$200

QUESTIONS?

For questions about registration or sponsorships, contact Heather Bullock, Director of Executive Operations, at (402) 742-8148 or hbullock@nebraskahospitals.org.

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

ACCREDITATION STATEMENT

In support of improving patient care, this activity has been planned and implemented by AXIS Medical Education and the Nebraska Hospital Association. 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 a maximum of TBD 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.

Quality Professionals

This activity is approved by NAHQ® for TBD CPHQ CE credits.

Human Resource Professionals

This program has been submitted to the HR Certification Institute for review.



Health Care Executives

ACHE Qualified Education credit must be related to health care management (i.e., it cannot be clinical, inspirational, or specific to the sponsoring organization). It can be earned through educational programs conducted or sponsored by any organization qualified to provide education programming in health care management. Programs may be sponsored by ACHE, chapters, or other qualified sources, whether the programming is face-to-face or distance offerings (webinars, online seminars, self-study courses, etc.). You will receive a certificate of completion for TBD hours.

Nursing Home Administrators

These educational activities are designated for a maximum of TBD contact hours each from the Nebraska Office of Behavioral Health and Consumer Services/ Nursing Home Administration.

AXIS Contact Information

For information about the accreditation of this program please contact AXIS info@axismed.org.

Disclosure of Conflicts of Interest

AXIS Medical Education requires faculty, instructors, authors, planners, directors, managers, peer reviewers, and other individuals who are in a position to control the content of this activity to disclose all personal financial relationships they may have in the past 24 months with ineligible companies. An ineligible entity is any organization whose primary business is producing, marketing, selling, re-selling, or distributing health care products used by or on patients. All relevant financial relationships are identified and mitigated prior to initiation of the planning phase for an activity.

AXIS has mitigated and disclosed to learners all relevant financial relationships disclosed by staff, planners, faculty/authors, peer reviewers, or others in control of content for this activity. Disclosure of a relationship is not intended to suggest or condone bias in any presentation but is made to provide participants with information that might be of potential importance to their evaluation of a presentation or activity. Disclosure information for faculty, authors, course directors, planners, peer reviewers, and/or relevant staff is provided with this activity.

The faculty listed below reported no relevant financial relationships or relationships they have had with ineligible companies of any amount during the past 24 months.

Name of Faculty or Presenter Reported Financial Relationship

TBD

TBD reported the following relevant financial relationships or relationships she has with ineligible companies of any amount during the past 24 months: Speakers bureau for Novo Nordisk. The relationship has ended at this time.

The **directors, planners, managers and reviewers** reported the following financial relationships they have with any ineligible company of any amount during the past 24 months:

Name of Planner/Manager

Reported Financial Relationship

TBD

Nothing to disclose

TBD

Nothing to disclose

TBD

Nothing to disclose

TBD

Nothing to disclose

Requirements for Credit:

Attend/participate in the educational activity and review all course materials. Complete the CE Declaration form online by **TBD**. 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. Upon successful completion of the online form, your statement of completion will be presented to you to print.

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.



This educational activity is jointly provided by AXIS Medical Education and the Nebraska Hospital Association Research & Educational Foundation.

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OPENING KEYNOTE



CHI HEALTH
THURSDAY KEYNOTE



BRYAN HEALTH
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NHA Programs At-A-Glance

Wednesday, October 22		Thursday, October 23	
8:30 A.M. - 9:30 A.M.	OPENING KEYNOTE Surviving the Epidemic of Administrative Harm – There are No Solutions, Only Tradeoffs <i>Nate Kaufman, MSHS</i>	8:30 A.M. - 9:30 A.M.	KEYNOTE The Digitization of Health Care <i>Dr. Shawn DuBravac</i>
9:30 A.M. - 10:00 A.M.	BREAK	9:30 A.M. - 10:00 A.M.	BREAK
10:00 A.M. - 10:50 A.M.	BREAKOUT SESSIONS 1 — NHA State & Federal Policy Update — The 15-Minute Market Analysis: Using Dimensions to Save Time & Gain Insight — Navigating the Challenges of Hospital Facility Improvements Utilizing the Construction Manager at Risk Delivery Method (PANEL)	10:00 A.M. - 10:50 A.M.	BREAKOUT SESSIONS 1 — Behavioral Threat Assessment Management: A Primer on Violence Risks, Consequences, & Potential Solutions — Optimizing The Health Care Supply Chain for Resilience — Humanizing Health Care: The Impact of Video Storytelling
11:00 A.M. - 11:50 A.M.	BREAKOUT SESSIONS 2 — NHA State & Federal Policy Update (REPEAT) — The Green & the Gray Area – Medical Marijuana in Nebraska — Revenue Cycle & Operational Performance Improvement	11:00 A.M. - 11:50 A.M.	BREAKOUT SESSIONS 2 — Nebraska Medicaid State Directed Payment Program – A Comprehensive Look — Genetic Insights Project — No Patient Left Behind: Navigating EMTALA Compliance
12:00 P.M. - 1:15 P.M.	NETWORKING LUNCH	12:00 P.M. - 1:15 P.M.	TRADE SHOW & LUNCH
1:30 P.M. - 2:20 P.M.	BREAKOUT SESSIONS 3 — The Acute Stay Continuum: Prevention, Treatment, & Discharge — The Future of Aging in Nebraska: Challenges, Opportunities, & Innovations — Nebraska Hospitals Innovate to Provide Access to Behavioral Health Services (PANEL)	1:30 P.M. - 2:30 P.M.	GENERAL SESSION Public Policy Updates <i>Dr. Steve Corsi</i> <i>U.S. Congressman Don Bacon</i> <i>U.S. Congressman Mike Flood</i> <i>Jeff Kahrs</i> <i>U.S. Senator Pete Ricketts</i>
2:30 P.M. - 3:20 P.M.	BREAKOUT SESSIONS 4 — Reviewing the H-1B Modernization Rule: Immigration Options for Health Care Employees & Providers — Maximizing Revenue Cycle Operations — Fix It, Disclose It, or Pretend It Didn't Happen. An Interactive Presentation for Hospital Executives	2:30 P.M. - 3:45 P.M.	STATE SENATOR LEGISLATIVE PANEL
3:30 P.M. - 4:30 P.M.	PLENARY SESSION Rural Transformation Program <i>Jeremy Nordquist & Jed Hansen</i>	4:00 P.M. - 5:30 P.M.	TRADE SHOW SOCIAL HOUR
6:00 P.M. - 10:00 P.M.	AWARDS BANQUET & ENTERTAINMENT	Friday, October 24	
		8:30 A.M. - 9:30 A.M.	CLOSING KEYNOTE THE TALK: Leading in Times of Crisis: Leadership is Worthless...But Leading is Priceless <i>Dr. Thom Mayer</i>
		9:45 A.M. - 10:30 A.M.	ANNUAL BUSINESS MEETING
		10:45 A.M. - 11:30 A.M.	INNOVATIVE USES OF AI AT NEBRASKA HOSPITALS (PANEL)
		12:00 P.M. - 1:30 P.M.	CARING KIND AWARDS LUNCHEON

Allied Organization Programs At-A-Glance

WEDNESDAY, OCTOBER 22

ACHE	
7:15 A.M. - 8:30 A.M.	ACHE of Nebraska & Western Iowa Annual Breakfast Meeting
<i>New this year, the ACHE Chapter will be offering the 6-hour In-Person Credits session from 9:00am-3:30pm on Tuesday, October 21st. More information & registration can be found here.</i>	
HFMA	
8:30 A.M. - 9:30 A.M.	Opening Keynote*
10:00 A.M. - 10:50 A.M.	The Power in Numbers: Holding Payers Accountable with Data
11:00 A.M. - 11:50 A.M.	Bridging the AI Confidence Gap: A Revenue Cycle Executive's Guide to Real AI Readiness
12:00 P.M. - 1:15 P.M.	Networking Lunch*
1:30 P.M. - 2:20 P.M.	Denials to Dollars: Real Strategies That Work
2:30 P.M. - 3:20 P.M.	Payor Panel
3:30 P.M. - 4:30 P.M.	Rural Transformation Program*
HR	
8:30 A.M. - 9:30 A.M.	Opening Keynote*
10:00 A.M. - 10:50 A.M.	Someone>No One. Or Not? Why Recruiting the Right Employee is Better Than Recruiting AN Employee
11:00 A.M. - 11:50 A.M.	The Green & the Gray Area – Medical Marijuana in Nebraska*
12:00 P.M. - 1:15 P.M.	Networking Lunch*
1:30 P.M. - 2:20 P.M.	Retirement Readiness: Designing Medical & Retirement Plans to Compliment, Not Compete
2:30 P.M. - 3:20 P.M.	Workforce Wellness: Effective Approaches to Foster Well-Being & Retention in Health Care
3:30 P.M. - 4:30 P.M.	Rural Transformation Program*
NHM	
12:00 P.M. - 1:15 P.M.	Networking Lunch*
1:45 P.M. - 2:45 P.M.	When all Else Fails, Focus on Strategy
2:45 P.M. - 3:00 P.M.	Break
3:00 P.M. - 4:00 P.M.	The Do's & Don'ts of Press Releases: Proven Tips from a Newsroom Veteran
5:30 P.M. - 10:00 P.M.	Awards Banquet & Entertainment* <i>Optional Add On</i>

THURSDAY, OCTOBER 23

ACHE	
5:30 P.M. - 7:00 P.M.	ACHE Happy Hour Social
HFMA	
8:30 A.M. - 9:30 A.M.	Keynote*
10:00 A.M. - 10:50 A.M.	Revenue Cycle Provider Panel
11:00 A.M. - 11:50 A.M.	Nebraska Medicaid State Directed Payment Program – A Comprehensive Look*
12:00 P.M. - 1:15 P.M.	Trade Show & Lunch*
1:30 P.M. - 2:30 P.M.	General Session*
2:30 P.M. - 3:45 P.M.	Legislative Panel*
4:00 P.M. - 5:30 P.M.	Trade Show Social Hour*
6:00 P.M. - 8:00 P.M.	Social Event
HR	
8:30A.M. - 9:30 A.M.	Keynote*
10:00 A.M. - 10:50 A.M.	Nebraska Employment Law Updates & Trends
11:00 A.M. - 11:50 A.M.	Nebraska Nursing Workforce: Trends, Challenges, & Opportunities
12:00 P.M. - 1:15 P.M.	Trade Show & Lunch*
1:30 P.M. - 2:30 P.M.	General Session*
2:30 P.M. - 3:30 P.M.	State Senator Legislative Panel*
4:00 P.M. - 5:30 P.M.	Trade Show Social Hour*
NHM	
8:30 A.M. - 9:30 A.M.	Keynote*
9:45 A.M. - 10:45 A.M.	Beyond the Boost: Meta Ads Mastery for Health Care
10:45 A.M. - 12:00 P.M.	Creating Content that Connects with Your Audience
12:00 P.M. - 1:15 P.M.	Trade Show & Lunch*
1:15 P.M. - 2:45 P.M.	Business Meeting & Open Dialogue
3:00 P.M. - 4:00 P.M.	The REAL Game Changer: Insights & Inspiration for a More Productive Day
4:00 P.M. - 5:30 P.M.	Trade Show & Sponsors Social*
NSSWLHC	
8:00 A.M. - 4:30 P.M.	Social Work Sessions
<i>Join fellow social work leaders and discharge planners for networking and education on challenging topics such as transitions of care, health care ethics, health care disparities and much more!</i>	

* Nebraska Hospital Association (NHA) hosted session refer to page 7

Allied Organization Programs At-A-Glance (Cont.)

FRIDAY, OCTOBER 24

HFMA

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:45 A.M. - 10:35 A.M.	The Future of Autonomous Reimbursement
10:45 A.M. - 11:35 A.M.	Nebraska Department of Insurance
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* <i>Optional Add On</i>

HR

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:45 A.M. - 11:30 A.M.	Annual Roundtable
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* <i>Optional Add On</i>

NHM

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:45 A.M. - 10:45 A.M.	Accountability in Health Care Settings: Empowering Individuals, Strengthening Teams, & Enhancing Outcomes
10:45 A.M. - 11:45 A.M.	Roundtable
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* <i>Optional Add On</i>

NSSWLHC

8:00 A.M. - 11:30 A.M.	Social Work Sessions
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Join fellow social work leaders and discharge planners for networking and education on challenging topics such as transitions of care, health care ethics, health care disparities and much more!

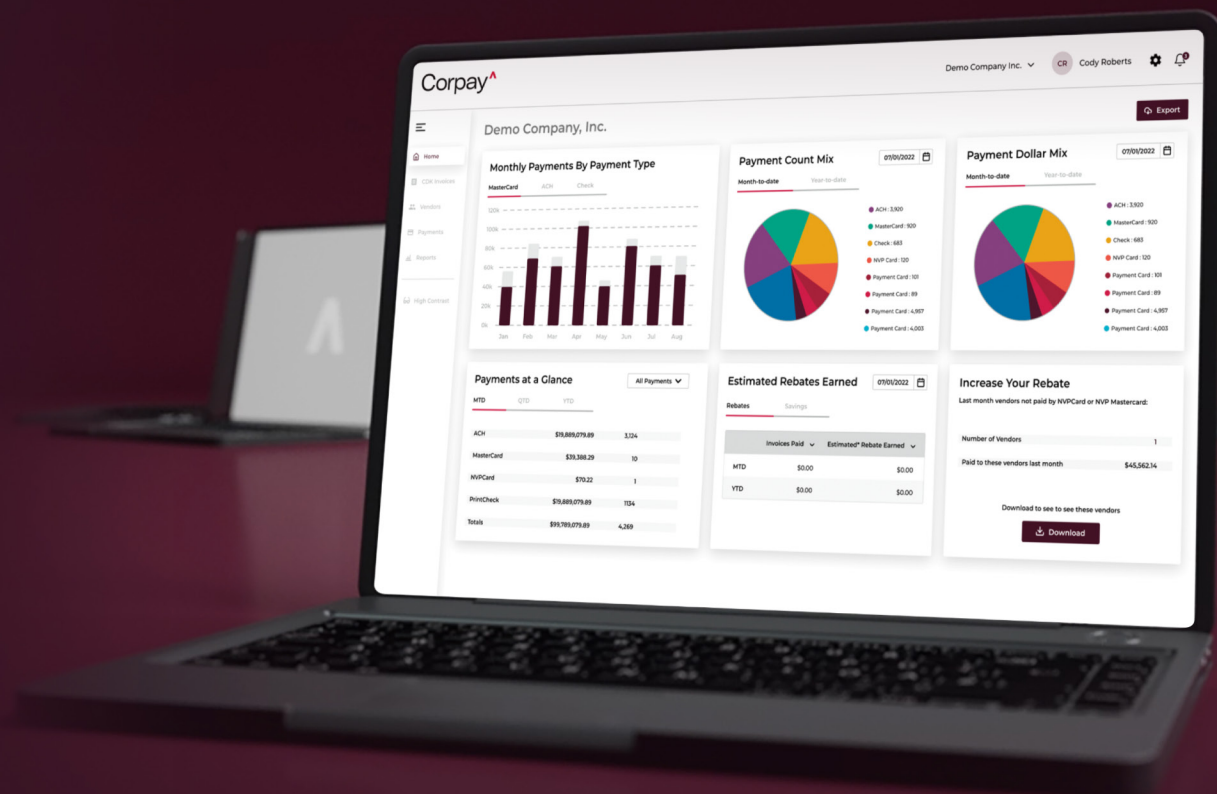
* Nebraska Hospital Association (NHA) hosted session refer to page 7



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OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

SURVIVING THE EPIDEMIC OF ADMINISTRATIVE HARM – THERE ARE NO SOLUTIONS, ONLY TRADEOFFS

Nate Kaufman, MSHS | Kaufman Strategic Advisors, LLC



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The measure of your organizational intelligence lies not in the ability to acquire knowledge, but in how you manage and navigate through uncertainty.

Hospitals and physicians are currently facing several challenges:

- Underfunded government payments
- Delays, denials, and down coding by commercial insurers and Medicare Advantage plans (MA)
- The shift of inpatient procedures to outpatient settings
- Shortages and hyperinflation in critical clinical personnel and supplies
- Exceptionally high demand for emergency department (ED) care and inpatient beds

Neither employers nor state or federal governments can sustain the current rate of health care cost inflation. Consequently, the likelihood is high for government and commercial rate caps, as well as the uninsured population increasing.

There are no straightforward solutions, only trade-offs. Health systems must aggressively pursue fair reimbursement while significantly reducing non-clinical costs and streamlining their organizations. While artificial intelligence (AI) holds promise, many solutions remain stuck in the approval process maze within health systems.

The anticipated improvements in cost and quality during the two-decade journey toward value-based care and other health care reform 'innovations' have not yet materialized and may never do so. It is time for our industry to face reality, not as it was or how we wish it were. This reality requires successfully navigating the complex journey to health care's future. Navigating through crises is what we do.

OBJECTIVES:

- To understand the significant disruptors in the health care industry and provide real-life, practical, proven strategies for success.
- To help health care providers differentiate between valid results-oriented strategies that improve quality, access, and financial performance and the latest fad.
- To equip health care leaders with the critical thinking frameworks needed to evaluate trade-offs and make informed decisions in an environment of persistent uncertainty and constrained resources.

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BREAKOUT SESSIONS 1

10:00 A.M. – 10:50 A.M.

NHA STATE & FEDERAL POLICY UPDATE

Meghan Chaffee, JD | Nebraska Hospital Association (NHA)
David Slattery | Nebraska Hospital Association (NHA)

The NHA Advocacy Team will discuss the hospital and health care related issues facing the state and federal government. Some of the items will include the One Big Beautiful Bill Act (OBBA), the Federal Rural Transformation Program, recent legislative update, NHAPAC, and outlook for the 2026 legislative session.

OBJECTIVES:

- Members will learn how recently passed legislation affects their hospitals.
- Members can learn how to engage with elected officials to make their voices heard on important health care issues.
- Members can interact with their peers on effective health care strategies.

10:00 A.M. – 10:50 A.M.

THE 15-MINUTE MARKET ANALYSIS: USING DIMENSIONS TO SAVE TIME & GAIN INSIGHT

Ryan Anderson | Nebraska Hospital Association (NHA)

In a rapidly changing health care landscape, hospital leaders need timely, actionable insight into their market position, but rarely have the luxury of time. This session will demonstrate how to use the NHA Dimensions platform to generate a comprehensive snapshot of your hospital's competitive stance within just 15 minutes. Attendees will learn how to define their market area, assess service line and payer-specific market share, identify major competitors, and spot key referral patterns. Whether you're preparing for strategic planning, board meetings, or urgent decision-making, this session will offer practical tools for turning raw data into confident action.

OBJECTIVES:

- Define a local market area using patient origin and referral data within Dimensions.
- Analyze market share by service line, payer mix, and competitor facility to assess competitive positioning.
- Analyze provider-level patient distribution to uncover opportunities for strengthening alignment and improving patient retention.

10:00 A.M. – 10:50 A.M.

NAVIGATING THE CHALLENGES OF HOSPITAL FACILITY IMPROVEMENTS UTILIZING THE CONSTRUCTION MANAGEMENT AT RISK DELIVERY METHOD (PANEL)

Danelle Franzen, FACHE, MLS (ASCP) | Great Plains Health
Stuart Johnson | Sampson Construction Co., Inc.
TJ Schirmer, PE, LEED AP | Clark & Enersen
Pete Uhing, PE, WELL AP | Clark & Enersen
William Pokojski, AIA, NCARB | Clark & Enersen
Moderator — JP Lauterbach | Sampson Construction Co., Inc.

Hospital leadership is perpetually navigating a changing landscape. From staff recruitment and retention, managing patient census, adapting to the evolution of health care delivery, financial reimbursement and government regulations, at some point it will be necessary to renovate, expand, or build new facilities to address these challenges and continue providing high quality care. Managing the process of design and construction is crucial to achieving these objectives. Attendees of this panel discussion will learn how to proactively set their project up for success by utilizing a delivery method referred to as construction management at risk. This process leverages the power of collaboration and achieves best practice design and construction methods by bringing hospital leadership, architect, and contractor together as a team early in the process. Through teamwork, construction management at risk is a proactive method to create spaces that function at a high level, keeps people safe during construction, and yields value for every dollar spent.

OBJECTIVES:

- Design and pre-construction techniques to set the facility improvement project up for success.
- Protecting sensitive hospital operations during construction.
- Smooth transition from construction to occupancy.

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NHA Programs | Wednesday (Cont.)

BREAKOUT SESSIONS 2

11:00 A.M. – 11:50 A.M. (REPEAT SESSION)

NHA STATE & FEDERAL POLICY UPDATE

Meghan Chaffee, JD | Nebraska Hospital Association (NHA)
David Slattery | Nebraska Hospital Association (NHA)

The NHA Advocacy Team will discuss the hospital and health care related issues facing the state and federal government. Some of the items will include the One Big Beautiful Bill Act (OBBA), the Federal Rural Transformation Program, recent legislative update, NHAPAC, and outlook for the 2026 legislative session.

OBJECTIVES:

- Members will learn how recently passed legislation affects their hospitals.
- Members can learn how to engage with elected officials to make their voices heard on important health care issues.
- Members can interact with their peers on effective health care strategies.

11:00 A.M. – 11:50 A.M.

THE GREEN & THE GRAY AREA – MEDICAL MARIJUANA IN NEBRASKA

Kristin Lindgren, JD | Baird Holm LLP
Scott Moore, JD | Baird Holm LLP

Two recent successful ballot initiatives brought medical marijuana to the forefront in Nebraska. While these initiatives are now state law, marijuana remains a Schedule I controlled substance under federal law. The tension (and confusion) between State and Federal law has led to a variety of policies, practices, and prohibitions at hospitals. This session will discuss current Nebraska laws and recent legislative action around medical cannabis (LB 705) and will focus on the impact to hospitals – both as health care providers and employers.

OBJECTIVES:

- Learn about recent ballot initiatives and Nebraska laws on medical marijuana.
- Discuss recent legislative actions surrounding medical marijuana.
- Learn about policies, procedures, and processes to be adopted in response to recent medical marijuana legislation.

11:00 A.M. – 11:50 A.M.

REVENUE CYCLE & OPERATIONAL PERFORMANCE IMPROVEMENT

Tim Johnson, MBA | Nebraska Hospital Association (NHA)
Michael Haas, MBA, CPC | RSM US LLP
Michael Brown, CRCR, CHFP | RSM US LLP

This session will provide detailed and thoughtful insight into challenges faced by hospitals working through the most difficult financial circumstances. Designed for all levels of hospitals and health care providers, this wide-ranging discussion shines a light on both common and highly unique revenue cycle and hospital-wide operational issues. Most importantly, it offers a real world look at solutions that support both short-term financial stability and longer-term viability – with a clear focus on sustainability. Attendees will gain a deeper understanding of proven approaches and implementation strategies and the direct impact these changes will have on hospital operations and reimbursement levels. Whether you are involved in administration, finance, revenue cycle or operations, this session will make an impact on your approach to everyday decision-making.

OBJECTIVES:

- Gain insight and appreciation for the most challenging hospital operating environments and attributes of those facing imminent closure.
- Understand and gain detailed insight to identifying and effectively implementing operational solutions.
- Explore practical strategies to improve hospital operational sustainability.

12:00 P.M. – 1:15 P.M.

NETWORKING LUNCH

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NEBRASKA HOSPITALS POLITICAL ACTION COMMITTEE



BREAKOUT SESSIONS 3

1:30 P.M. – 2:20 P.M.

THE ACUTE STAY CONTINUUM: PREVENTION, TREATMENT, & DISCHARGE

Thomas Janousek, PsyD | State of Nebraska

This session will provide a practical roadmap for hospital staff and behavioral health professionals to effectively support individuals before, during, and after hospitalization. Participants will learn about state programs and services to prevent hospital admissions through early intervention and community-based supports, explore best practices for engaging and supporting patients while they are in the hospital, and understand discharge planning approaches that promote successful transitions back to community life.

OBJECTIVES:

- Learn about services to prevent or divert from hospitalization.
- Learn about methods to use while treating a person in the hospital to move them to a lower level of care.
- Learn about discharge options to community-based settings.

1:30 P.M. – 2:20 P.M.

THE FUTURE OF AGING IN NEBRASKA: CHALLENGES, OPPORTUNITIES & INNOVATIONS

Dana Steiner, MSN, MBA, CPHQ | Nebraska Hospital Association (NHA)
Amber Kavan, BSN, RN, CPHQ | Nebraska Hospital Association (NHA)

Nebraska is experiencing a significant demographic shift as its aging population grows, presenting both complex challenges and unique opportunities for innovation. This session, “The Future of Aging in Nebraska: Challenges, Opportunities, and Innovations,” will explore how health care providers, systems, and communities can proactively respond to the evolving needs of older adults. Participants will learn about the core principles of Age-Friendly Health Systems and how these are being applied across Nebraska to improve care for aging populations. The session will also highlight the critical issue of delirium in older adults—its risks, signs, and evidence-based strategies for prevention and management. Finally, attendees will examine innovative care models and collaborative initiatives aimed at promoting healthy aging and enhancing the quality of life for Nebraska’s older adults.

OBJECTIVES:

- Describe the key principles of Age-Friendly Health Systems and their application across Nebraska health care settings.
- Recognize the signs, risks, and consequences of delirium in older adults and explore evidence-based approaches to prevention and management.
- Explore innovative models and collaborative efforts addressing the evolving needs of Nebraska’s aging population.

1:30 P.M. – 2:20 P.M.

NEBRASKA HOSPITALS INNOVATE TO PROVIDE ACCESS TO BEHAVIORAL HEALTH SERVICES (PANEL)

Ellen McElderry, LIMHP, LADC, LPC | Methodist Community Counseling Program
Jennifer McWilliams, MD, MS, DFAACAP | Children’s Nebraska
Moderator — Margaret Woepfel, MSN, RN, CPHQ, FACHE | Nebraska Hospital Association (NHA)

Hear from a panel of behavioral health professionals on innovative programs intended to reach select populations across the state.

OBJECTIVES:

- Identify innovative behavioral health programs implemented by Nebraska hospitals to improve access for diverse populations.
- Understand strategies used to reach underserved or select populations across the state.
- Discuss challenges and successes hospitals face when implementing behavioral health initiatives.

BREAKOUT SESSIONS 4

2:30 P.M. – 3:20 P.M.

REVIEWING THE H-1B MODERNIZATION RULE: IMMIGRATION OPTIONS FOR HEALTH CARE EMPLOYERS & PROVIDERS

Daniel Oldenburg | Cline Williams

The H-1B remains the go to visa option for many health care employers and providers. Very recently, the U.S. Department of Homeland Security took steps to streamline the H-1B process and provide clarifying guidance on what occupations qualify as H-1B Specialty Occupations. We will discuss these and other updates to H-1B regulations. We will review the typical H-1B candidate and how health care employers can hire the candidate they want in the position they seek at the earliest opportunity.

OBJECTIVES:

- A better understanding of the U.S. immigration law and how it relates to the employment of foreign national candidates in H-1B status.
- We will explore how to hire foreign national employees using the H-1B visa.
- Additional discussion will include how, what, and when to consider permanent residency sponsorship for international medical graduates and key medical personnel.
- Participants will receive up to date information on the U.S. immigration law surrounding international medical graduates and have an understanding of how to use visa sponsorship, waiver opportunities, and permanent residency as a recruitment and retention tool.

2:30 P.M. – 3:20 P.M.

MAXIMIZING REVENUE CYCLE OPERATIONS

Tim Johnson, MBA | Nebraska Hospital Association (NHA)
Michael Haas, MBA, CPC | RSM US LLP
Michael Brown, CRCR, CHFP | RSM US LLP

This session will provide a wide-ranging overview of hospital revenue cycle operations with a focus on both education and enhancement. Designed for all levels of hospital and health system team members, this discussion considers virtually every area of the revenue cycle and dives deep into maximizing patient service revenue. It offers a real-world look at solutions that support both short-term financial stability and longer-term viability. We will also introduce the Wiser Model – traditional Medicare’s new prior authorization process that’s expected to change the world as we know it. Attendees will gain a deeper understanding of proven approaches and implementation strategies and the direct impact these changes will have on hospital revenue cycle operations and reimbursement levels. Whether you are involved in administration, finance or revenue cycle operations, this session will offer proven strategies and insight to maximizing revenue contributions.

OBJECTIVES:

- Understand and gain insight to the full scope of hospital revenue cycle operations.
- Understand and gain detailed insight to Medicare’s new Wiser Model for prior authorizations.
- Explore practical strategies to improve hospital revenue cycle operational outcomes.

NHA Programs | Wednesday (Cont.)

BREAKOUT SESSIONS 4 (CONT.)

2:30 P.M. – 3:20 P.M.

FIX IT, DISCLOSE IT, OR PRETEND IT DIDN'T HAPPEN. AN INTERACTIVE PRESENTATION FOR HOSPITAL EXECUTIVES

Erin Busch | Baird Holm, LLP

Kimberly Lammers | Baird Holm, LLP

You discovered potentially noncompliant activity at your organization . . . Now what do you do? Join Kim Lammers and Erin Busch to discuss whether to (A) fix it, (B) disclose it, or (C) pretend it didn't happen. This session will use hypotheticals to discuss the various options and the associated risks. Test yourself against your peers in deciding the best course of action.

OBJECTIVES:

- Learn and understand what type of issues get self-reported to which agencies.
- Analyze the benefits and risks of reporting to different agencies.
- Apply your knowledge to various scenarios involving noncompliant activity.

PLENARY SESSION

3:30 P.M. – 4:30 P.M.

RURAL TRANSFORMATION PROGRAM

Jeremy Nordquist, MPA | Nebraska Hospital Association (NHA)

Jed Hansen, PhD, APRN, FNP-C | Nebraska Rural Health Association (NeRHA)

The One Big Beautiful Bill Act (OBBBA) established the Rural Health Transformation Program, creating a landmark opportunity to strengthen rural health care in Nebraska. This session will unpack the program's intent, funding opportunities, and implementation timeline, and examine its potential impact on hospital operations, workforce, and innovation. Attendees will learn how Nebraska hospitals can position themselves to lead in shaping and benefiting from this investment.

OBJECTIVES:

- Summarize the key provisions of the Rural Health Transformation Program under the OBBBA.
- Analyze how the program could affect hospital sustainability, service delivery, and patient access in rural Nebraska.
- Develop strategies for hospital leaders to engage in implementation and advocate for hospital priorities.

COCKTAIL HOUR

5:30 P.M. – 6:00 P.M.

AWARDS BANQUET

6:00 P.M. – 10:00 P.M.

The reception begins at 6:00 P.M. and dinner at 6:30 P.M. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Excellence in Service Award*, *Meritorious Service Award*, *Trustee of the Year Award*, *Quest for Excellence Awards*, Leadership Institute class of 2025 Graduates recognition, AHA membership awards, and ACHE awards.

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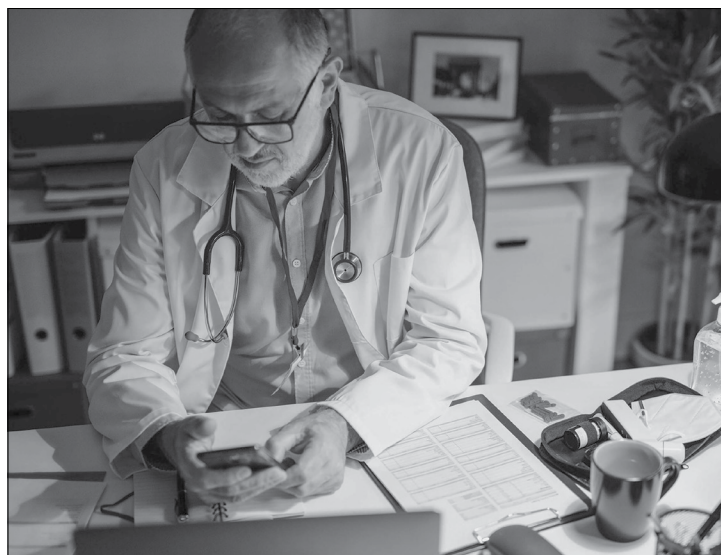
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THURSDAY KEYNOTE

8:30 A.M. – 9:30 A.M.

THE DIGITIZATION OF HEALTH CARE

Shawn DuBravac, PhD, CFA | Avrio Institute



SPONSORED BY:



Hospital executives are working tirelessly to balance rising costs, labor shortages, worker burnout, and competition from non-health care providers. These challenges threaten the stability and efficiency of health care organizations, making it imperative to find innovative solutions. Traditional methods are no longer sufficient to address these complex issues, but AI offers a promising avenue to reimagine and enhance various aspects of health care.

In this engaging and insightful presentation filled with actionable strategies, discover how AI can be the key to addressing these obstacles. Join Dr. Shawn DuBravac as he provides invaluable insights into how AI can enhance patient-provider relationships, optimize constrained staff resources, and revolutionize service delivery.

Learn where to leverage AI to transform your health care organization and how to think about AI differently. By understanding and implementing these new solutions, you can improve strategic decision-making, address pressing challenges, and position your organization for future success.

OBJECTIVES:

- Understanding AI in Health care: Gain a comprehensive understanding of how AI technologies can be applied in various aspects of health care to address current challenges such as rising costs, labor shortages, and worker burnout.
- Enhancing Patient-Provider Relationships: Learn how AI can personalize and improve interactions between patients and health care providers, leading to better patient outcomes and satisfaction.
- Optimizing Staff Resources: Discover how AI can alleviate labor shortages and reduce worker burnout by augmenting staff capabilities and automating routine tasks.
- Innovative Service Delivery: Explore new ways AI can help health care organizations deliver services more efficiently and effectively.
- Strategic Decision-Making: Gain insights into the strategic advantages of adopting AI now, and how it can position your organization ahead of the curve.
- Overcoming Current Challenges: Understand the specific ways AI can address the most pressing problems faced by health care executives today, including cost management and competitive pressures.
- Future-Proofing Health care Organizations: Identify how AI can help position your health care organization for long-term success in a rapidly evolving industry landscape.

BREAKOUT SESSIONS 1

10:00 A.M. – 10:50 A.M.

BEHAVIORAL THREAT ASSESSMENT MANAGEMENT: A PRIMER ON VIOLENCE RISKS, CONSEQUENCES, & POTENTIAL SOLUTIONS

Kristine Sanger, BS, MT (ASCP), CHPCP | UNMC College of Public Health, CEPRS

This presentation will provide an overview of a sustainable health care and public health Behavioral Threat Assessment Management (BTAM) program tailored specifically for health care emergency managers. Developed by the University of Nebraska Medical Center's Center for Preparedness & Emergency Response Solutions (CPERS), in collaboration with the Association of Healthcare Emergency Preparedness Professionals (AHEPP) and the University of Nebraska Public Policy Center (NUPPC), the program addresses increasing violence in health care settings. Key topics include a definition and description of HcBTAM, the development and pilot testing of HcBTAM training, the formation of a collaborative network for HcBTAM professionals, the revision of professional standards to include violence prevention, and the creation of a sustainable support model. The presentation will highlight the significance of BTAM in enhancing safety and reducing targeted violence in health care facilities and public health departments, ultimately ensuring a safer environment for patients and staff.

OBJECTIVES:

- Define Behavioral Threat Assessment and its importance in health care and public health.
- Explain the key components of the Behavioral Threat Assessment process.
- Explain the key steps in forming and leading a Behavioral Threat Assessment Team.

10:00 A.M. – 10:50 A.M.

OPTIMIZING THE HEALTH CARE SUPPLY CHAIN FOR RESILIENCE

Jon Pruitt | Community Hospital Corporation (CHC)

Today, hospitals must plan for disruption if they want to remain resilient and meet the critical needs of their citizens and communities. Supplies are typically the second biggest expense for hospitals and therefore play a significant role in the financial health of hospitals. In fact, according to Deloitte & Touche, just a \$1 reduction in operating costs can have the same impact as increasing a hospital's revenue by \$12. This session will include a hospital case study, the implementation approach and process, learnings, and recommended best practices.

OBJECTIVES:

- Learn how market forces impact health care and supply chain.
- Understand how to develop a plan for maintaining resilience.
- Learn how to best utilize data and data analytics.
- Learn how to improve clinical integration within supply chain operations.
- Understand and enhance strategic business partner relationships.

NHA Programs | Thursday (Cont.)

BREAKOUT SESSIONS 1 (CONT.)

10:00 A.M. – 10:50 A.M.

HUMANIZING HEALTH CARE: THE IMPACT OF VIDEO STORYTELLING

Bill Gripenstroh | UNANIMOUS
Jamie Riha | UNANIMOUS

Video has the unique power to convey emotion, build trust, and celebrate the real people who shape the health care experience—both patients and caregivers alike. By spotlighting personal stories, you can illustrate the depth of patient journeys and the unwavering commitment of health care professionals. In this presentation, we'll explore how to create compelling video content that resonates with audiences, fuels connection, and amplifies your organization's mission. Additionally, we'll provide recommendations on how to effectively promote your video through strategic marketing initiatives.

OBJECTIVES:

- Understand the value and power of video storytelling.
- Develop a targeted content strategy.
- Ensure maximum visibility.

BREAKOUT SESSIONS 2

11:00 A.M. – 11:50 A.M.

NEBRASKA MEDICAID STATE DIRECTED PAYMENT PROGRAM – A COMPREHENSIVE LOOK

Tim Johnson, MBA | Nebraska Hospital Association (NHA)
Christine Widman, MHA | Nebraska Hospital Association (NHA)
Mike Feagler, FHFMA | Nebraska Hospital Association (NHA)

In this informative session, staff members from the Nebraska Hospital Association (NHA) will provide a thorough overview of the Nebraska Medicaid State Directed Payment Program. Designed to support hospitals and health care providers, this program plays a critical role in strengthening the financial sustainability of care delivery across the state. Attendees will gain a deeper understanding of the program's structure, implementation strategies, and the direct impact it will have on hospital operations, reimbursement models, and patient access to services. Whether you are involved in finance, administration, or policy, this session will equip you with the insights needed to navigate and leverage the program effectively.

OBJECTIVES:

- Understand the core components and goals of the Nebraska Medicaid State Directed Payment Program.
- Assess the financial and operational implications for hospitals across Nebraska.
- Explore practical strategies for hospital participation and compliance.

11:00 A.M. – 11:50 A.M.

NO PATIENT LEFT BEHIND: NAVIGATING EMTALA COMPLIANCE

Jordan Warchol, MD, MPH, FACEP | UNMC Department of Emergency Medicine

This session will explore how EMTALA supports equitable, patient-centered access to care for emergency conditions. Attendees will learn the key requirements for screening, stabilization, and transfer, along with common compliance pitfalls. Practical strategies for aligning hospital policies with EMTALA's mission will be shared to protect patients and strengthen organizational readiness.

OBJECTIVES:

- Understand the core components and goals of the Nebraska Medicaid State Directed Payment Program.
- Assess the financial and operational implications for hospitals across Nebraska.
- Explore practical strategies for hospital participation and compliance.

11:00 A.M. – 11:50 A.M.

GENETIC INSIGHTS PROJECT

Douglas Stoller, MD, PhD | UNMC Division of Cardiovascular Medicine, Cardiovascular Genetics Program, Heart Failure Research

Attendees will learn about the Genetic Insights Project and why it is important to our state.

The Genetic Insights Project is part of a community health research program by Nebraska Medicine and the University of Nebraska Medical Center. The project focuses on how DNA impacts health. Attendees will learn how this project will help improve access to personalized health care, and support new research discoveries for our communities, and provide access to underserved populations. The session will also address operational considerations, including implementation pathways, partnerships, and long-term value for health systems.

The presentation will focus on why this matters to hospitals and what it means for the future of research, advancing precision medicine, and the impacts it could have on care delivery. Attendees will walk away with a clear sense of the how, what, and why of the Genetic Insights Project and how their organization can benefit from the project and participate if they choose.

OBJECTIVES:

- Recognize how the Genetic Insights Project advances precision medicine and community health in Nebraska.
- Examine key operational considerations for implementing and sustaining the project in hospitals.
- Identify ways hospitals can engage with the project to support patients, research, and underserved populations.

TRADE SHOW & NETWORKING LUNCH

12:00 P.M. – 1:15 P.M.

Enjoy lunch and sit with 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 from 4:30 P.M. to 5:30 P.M. to visit more trade show exhibitors, network, enjoy hors d'oeuvres, beverages, and see if you won a prize!

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NHA Programs | Thursday (Cont.)

GENERAL SESSION

1:30 P.M. – 2:30 P.M.

PUBLIC POLICY UPDATE

Dr. Steve Corsi | NE Department of Health & Human Services
U.S. Congressman Don Bacon | U.S. House of Representative
U.S. Congressman Mike Flood | U.S. House of Representative
Jeff Kahrs | U.S. Department of Health & Human Services
U.S. Senator Pete Ricketts | U.S. Senate

Stay informed on the most recent public policy developments with insights from top decision-makers. Speakers include Jeff Kahrs (HHS Regional Director for Region VII), U.S. Representatives Don Bacon and Mike Flood; and Dr. Steve Corsi (CEO of Nebraska DHHS). The session will also feature a video address from U.S. Senator Pete Ricketts.

OBJECTIVES:

- Learn about recent federal and state public policy updates and initiatives.
- Understand how these public policy updates may impact hospitals in Nebraska.
- Network and share experiences with peers from across the state.

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STATE SENATOR LEGISLATIVE PANEL

2:30 P.M. – 3:45 P.M.

Senator Carolyn Bohn
Senator Bob Hallstrom
Senator Dan Quick

TRADE SHOW & SOCIAL HOUR

4:00 P.M. – 5:30 P.M.

Enjoy the many business partners of Nebraska's hospitals and health systems, network, enjoy hors d'oeuvres, beverages and see if you won a prize!

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CLOSING KEYNOTE

8:30 A.M. – 9:30 A.M.

THE TALK: LEADING IN TIMES OF CRISIS: LEADERSHIP IS WORTHLESS...BUT LEADING IS PRICELESS

Thom Mayer, MD, FACEP, FAAP, FACHE | NFLPA



SPONSORED BY:



A crisis is a bad place to try to discover your mission, vision, values, and culture. No one knows that better or in a more nuanced way than Dr. Mayer, whose leadership in times of crisis spans more than 20 years, both in the NFL and in national disasters. Others have written books on dealing with crisis, but Dr. Mayer has richly lived a life of leadership in crisis, from the Pentagon on 9/11 through the concussion and COVID crises in the NFL. Passion, purpose, and an understanding of “your deep joy” and how it meets the world’s deep needs are hallmarks of this inspiring yet highly pragmatic message. You will walk away not only with transformational ideas, but with details on how to implement them as you lead from “the front lines” of your life.

OBJECTIVES:

- Describe why leading in times of crisis is critical for health care.
- Define why leadership is worthless...but leading is priceless.
- Define innovation at the speed of trust, making failure your fuel, and the importance of teams and teamwork.

ANNUAL BUSINESS MEETING

9:45 A.M. – 10:30 A.M.

GENERAL SESSION

10:45 A.M. – 11:30 A.M.

INNOVATIVE USES OF AI AT NEBRASKA HOSPITALS (PANEL)

Jeff Francis, MBA | Methodist Health System
Michael Hasselberg, PhD, RN, PMHNP-BC | Nebraska Medicine
Steven Leitch, MD | CommonSpirit Health
Moderator — Jim Ulrich, JR., MHA, FACHE, FHFMA | York General

This general session panel features speakers from hospitals across Nebraska, highlighting the growing role of artificial intelligence (AI) in health care innovation. The discussion will range on a variety of topics from how AI is being used to tackle workforce challenges such as retention and burnout, revolutionizing revenue cycle and finance, and transforming diagnostics and patient care. The panel will showcase how some Nebraska hospitals are approaching integrating AI to improve both business operations and the quality of care and offer examples of real-world application for similar facilities.

OBJECTIVES:

- Understand how AI-powered platforms can be used to improve processes and reduce turnover in health care settings.
- Recognize the applications of AI in revenue cycle management, including automation of billing and claims processing.
- Identify specific ways AI is being used to enhance diagnostics and improve patient outcomes in Nebraska hospitals.

THE CARING KIND AWARDS LUNCHEON

12:30 P.M. – 1:30 P.M.



THE CARING KIND

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A photograph of a man with short brown hair, wearing a light blue button-down shirt with the Hamilton logo on the pocket. He is smiling and standing in front of a blurred background of office equipment.

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ACHE EVENT REGISTRATION INSTRUCTIONS

MORE INFORMATION AND REGISTRATION CAN BE FOUND [HERE](#).

TUESDAY, OCTOBER 21

9:00 A.M. – 3:30 P.M.

A FIELD GUIDE FOR THE EMERGING HEALTH CARE LEADER

Natalie D. Lamberton, FACHE | Denver Springs

Building a successful health care career is more than just acquiring specific skills or achieving the right credentials. In today's environment, it requires keen self-knowledge, performance, character and commitment. During this interactive seminar, you will learn from the real-life experience of an accomplished health care executive who has achieved significant success in the first decades of her career.

OBJECTIVES:

- Develop an action plan to improve leadership skills and performance.
- Examine strategies to increase Emotional Intelligence in you and your team.
- Implement a strategic career plan to achieve personal and professional goals.

WEDNESDAY, OCTOBER 22

7:15 A.M. – 8:30 A.M.

ACHE OF NEBRASKA & WESTERN IOWA ANNUAL BREAKFAST MEETING

Cost | \$75 ACHE Members

The ACHE of Nebraska and Western Iowa Annual Meeting offers a unique opportunity to review the progress made over the past year, discuss emerging trends and latest developments in health care, connect with peers, and actively contribute to the growth and success of our chapter. Join your local ACHE colleagues at this event.

THURSDAY, OCTOBER 23

5:30 P.M. – 7:00 P.M.

ACHE HAPPY HOUR SOCIAL

Location | Houstons Lounge (12040 McDermott Plaza #100, La Vista, NE, 68128)

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WEDNESDAY, OCTOBER 22

8:30 A.M. – 9:30 A.M.

OPENING KEYNOTE | SURVIVING THE EPIDEMIC OF ADMINISTRATIVE HARM – THERE ARE NO SOLUTIONS, ONLY TRADEOFFS*

Nate Kaufman, MSHS | Kaufman Strategic Advisors, LLC

10:00 A.M. – 10:50 A.M.

THE POWER IN NUMBERS: HOLDING PAYERS ACCOUNTABLE WITH DATA

Travis Gentry | Hyve Health

This session will demonstrate how providers can leverage collective payer experience to drive meaningful change. Attendees will learn how to safely aggregate de-identified 837/claims and 835/remit data and turn it into actionable insights. The session will cover analyzing payer trends in prompt payment, reimbursement, and denials, enabling providers to hold payers accountable. Participants will also explore how these insights can strengthen advocacy efforts at the national and state levels and support data-driven payer-provider contract negotiations.

OBJECTIVES:

- Create a national ecosystem where providers can leverage their collective payer experience.
- Safely aggregate de-identified 837/claims and 835/remit data
- Leverage aggregated data into meaningful and actionable insights to hold payers accountable.
- Analyze payer trends around prompt pay, reimbursement, and denials.
- Empower advocacy efforts at the national and state level, while giving providers data to help with payer-provider contract negotiations.

11:00 A.M. – 11:50 A.M.

BRIDGING THE AI CONFIDENCE GAP: A REVENUE CYCLE EXECUTIVE'S GUIDE TO REAL AI READINESS

Chase McGrath | Aspirion Health

Think your hospital is ready for AI? Recent research shows 70% of health care leaders feel confident in their AI preparedness, but only 15% have scalable infrastructure in place. This "AI confidence gap" is costing revenue cycle departments millions in missed opportunities and failed implementations.

This session provides Revenue Cycle Executives with assessment tools and performance benchmarks to make informed AI decisions. You'll learn a proven four-pillar readiness framework while accessing real-world performance data from hospitals implementing AI across DRG downgrades, medical necessity & authorization denials—including actual success rates, time-to-resolution metrics, and ROI figures by denial type.

OBJECTIVES:

- Master a four-pillar assessment framework to evaluate your organization's AI readiness and identify critical gaps before they derail revenue cycle initiatives.
- Benchmark your AI investment expectations against real-world performance data from hospitals implementing AI across DRG downgrades, medical necessity, and authorization denials, including specific success rate improvements, time-to-resolution metrics, and ROI figures by denial type.
- Take home vendor evaluation criteria and ROI measurement tools designed for revenue cycle AI investments, helping you avoid implementation failures and build board-ready business cases.

12:00 P.M. – 1:15 P.M.

NETWORKING LUNCH*

1:30 P.M. – 2:20 P.M.

DENIALS TO DOLLARS: REAL STRATEGIES THAT WORK

Shelly Cassidy | ruralMED

Haley Prosser | ruralMED

Denials are one of the most persistent barriers to revenue integrity, especially for rural providers with limited resources. In this tactical session, Shelly Cassidy and Haley Prosser of Rural Med will share their top denial prevention and resolution strategies based on years of experience working with rural hospitals and clinics. From quick wins to long-term process improvements, attendees will walk away with practical, low-cost tools and tips to streamline appeals, reduce rework, and increase first-pass payment rates.

OBJECTIVES:

- Learn actionable denial prevention techniques that rural providers can implement immediately to reduce common front-end and back-end errors.
- Discover time-saving tools and workflows for efficient denial follow-up, appeals tracking, and improved communication across teams.
- Understand how to analyze denial trends to drive root cause correction and implement targeted process improvements across departments.

2:30 P.M. – 3:20 P.M.

PAYOR (PANEL)

Adam Steffen | Medica

Paula Kies | Molina Healthcare of Nebraska

Dana Medeiros | Blue Cross Blue Shield of Nebraska

Join representatives from Blue Cross, Medica, and Molina in a dynamic panel discussion focused on actionable strategies to reduce claim denials and improve operational efficiency across the revenue cycle. This session will explore common root causes of denials, key data-sharing opportunities, and best practices in communication between providers and payors. Attendees will gain a better understanding of what payors expect, how to proactively avoid issues, and what mutual steps can lead to faster, cleaner claims and improved cash flow.

OBJECTIVES:

- Identify common reasons for claim denials across commercial and government payors and recognize trends that can be proactively addressed by providers.
- Examine collaborative strategies and process improvements that promote clean claims submission, including documentation standards, prior authorization workflows, and real-time eligibility checks.
- Evaluate tools and communication protocols that enhance transparency and efficiency between providers and payors, with the goal of accelerating adjudication and reducing administrative burden.

3:30 P.M. – 4:30 P.M.

PLENARY SESSION | RURAL HEALTH TRANSFORMATION PROGRAM*

Jeremy Nordquist, MPA | Nebraska Hospital Association (NHA)

Jed Hansen, PhD, APRN, FNP-C | Nebraska Rural Health Association (NeRHA)

* Nebraska Hospital Association (NHA) hosted session

THURSDAY, OCTOBER 23

8:30 A.M. – 9:30 A.M.

KEYNOTE | THE DIGITIZATION OF HEALTH CARE*

Shawn DuBravac, PhD, CFA | Avrio Institute

10:00 A.M. – 10:50 A.M.

REVENUE CYCLE PROVIDER (PANEL)

Kim Shaddock | Jefferson Community Health & Life Fairbury

Sean Wolfe | Community Hospital McCook

Tina Ingram, MHA | Faith Regional Health Services

Denials remain one of the most persistent challenges in revenue cycle management, especially for rural and regional hospitals. In this candid panel discussion, revenue cycle and financial leaders from Jefferson Community Health & Life, Community Hospital, and Faith Regional Health Services will share their real-world experiences navigating denials—what worked, what didn't, and what's still evolving. Panelists will dive into specific denial scenarios, how they overcame barriers, and the operational changes that led to measurable results. Attendees will walk away with practical ideas to apply at their own organizations, no matter the size or structure.

OBJECTIVES:

- Analyze common denial trends experienced by regional and rural hospitals, and understand the operational, clinical, and technical factors that contribute to them.
- Apply real-world best practices in denial prevention and management, including staff education, documentation improvement, and workflow redesign.
- Discover scalable solutions and tools used by peer organizations to reduce denials, improve appeal success rates, and foster a culture of accountability and continuous improvement.

11:00 A.M. – 11:50 A.M.

NEBRASKA MEDICAID STATE DIRECTED PAYMENT PROGRAM – A COMPREHENSIVE LOOK*

Tim Johnson, MBA | Nebraska Hospital Association (NHA)

Christine Widman, MHA | Nebraska Hospital Association (NHA)

Mike Feagler, FHFMA | Nebraska Hospital Association (NHA)

12:00 P.M. – 1:15 P.M.

TRADE SHOW & NETWORKING LUNCH*

1:30 P.M. – 2:30 P.M.

GENERAL SESSION | PUBLIC POLICY UPDATE*

Dr. Steve Corsi | NE Department of Health & Human Services

U.S. Congressman Don Bacon | U.S. House of Representative

U.S. Congressman Mike Flood | U.S. House of Representative

Jeff Kahrs | U.S. Department of Health & Human Services

U.S. Senator Pete Ricketts | U.S. Senate

2:30 P.M. – 3:45 P.M.

LEGISLATIVE PANEL*

Senator Carolyn Bosn

Senator Bob Hallstrom

Senator Dan Quick

4:00 P.M. – 5:30 P.M.

TRADE SHOW & SOCIAL HOUR*

6:00 P.M. – 8:00 P.M.

SOCIAL EVENT

FRIDAY, OCTOBER 24

8:30 A.M. – 9:30 A.M.

CLOSING KEYNOTE | THE TALK: LEADING IN TIMES OF CRISIS: LEADERSHIP IS WORTHLESS...BUT LEADING IS PRICELESS*

Thom Mayer, MD, FACEP, FAAP, FACHE | NFLPA

9:45 A.M. – 10:35 A.M.

THE FUTURE OF AUTONOMOUS REIMBURSEMENT

Brian Nebel | Oracle Health

Ben Hudson | Oracle Health

As health care continues to face mounting financial pressure, the ability to prevent, manage, and overturn claim denials is a critical capability for any hospital finance leader. In this session, Oracle Health will provide insight into how health systems can evolve their revenue cycle operations through stronger integration of clinical and financial data, AI-supported workflow design, and targeted denial prevention strategies. Focused on real-world application—not product demos—this session will explore how technology platforms with human-centered leadership can support long-term denial reduction and empower teams to drive performance across the revenue cycle.

OBJECTIVES:

- Understand the evolving role of patient accounting systems and integrated data in proactively identifying and addressing denial risks before claims are submitted.
- Examine upstream leadership processes and AI Agents that will enable higher data quality to reduce denials.
- Evaluate the future of revenue cycle performance management through the lens of smarter systems, scalable insights, and a shift toward prevention over reaction.

11:00 A.M. – 11:50 A.M.

NEBRASKA DEPARTMENT OF INSURANCE ROADSHOW

Jonathan Burlison | Nebraska Department of Insurance Representatives

Maggie Reinert | Nebraska Department of Insurance Representatives

Martin Swanson | Nebraska Department of Insurance Representatives

The Nebraska Department of Insurance will cover key health insurance topics relevant to policyholders and professionals alike. Highlights include guidance on ACA Open Enrollment, appealing denied health claims, and the latest updates and emerging issues in health insurance. Experts from the Department will share insights on Medicare, general insurance topics, and how the Department can assist Nebraskans through complex insurance challenges.

12:00 P.M. – 1:30 P.M.

THE CARING KIND AWARDS LUNCHEON*

*Optional Add-On

WEDNESDAY, OCTOBER 22

8:30 A.M. – 9:30 A.M.

OPENING KEYNOTE | SURVIVING THE EPIDEMIC OF ADMINISTRATIVE HARM – THERE ARE NO SOLUTIONS, ONLY TRADEOFFS*

Nate Kaufman, MSHS | Kaufman Strategic Advisors, LLC

10:00 A.M. – 10:50 A.M.

SOMEONE>NO ONE. OR NOT? WHY RECRUITING THE RIGHT EMPLOYEE IS BETTER THAN RECRUITING AN EMPLOYEE

Kelly Marshall, MS, OTR/L, CEES | RAS

Explore today's biggest challenges in recruitment and retention, and why filling a position quickly isn't always the best solution. This session will highlight the value of clear, objective job descriptions and walk through a practical process for integrating functional job descriptions into your hiring strategy to ensure the right fit for long-term success.

OBJECTIVES:

- Identify current challenges in employee recruitment and retention.
- Define the importance of objective job descriptions in employee recruitment and placement.
- Outline a process for incorporating functional job descriptions into your existing recruitment processes.

11:00 A.M. – 11:50 A.M.

THE GREEN & THE GRAY AREA – MEDICAL MARIJUANA IN NEBRASKA*

Kristin Lindgren, JD | Baird Holm LLP
Scott Moore, JD | Baird Holm LLP

12:00 P.M. – 1:15 P.M.

NETWORKING LUNCH*

1:30 P.M. – 2:20 P.M.

RETIREMENT READINESS: DESIGNING MEDICAL & RETIREMENT PLANS TO COMPLIMENT, NOT COMPETE

Derek Bailey, CRPS, AIF, NQPC | USI
Bill Rezac | USI

A comprehensive strategy to promote retirement readiness enables a successful transition to retirement, improving employee engagement, and reducing employer health care expenses. With more than 50% of workers not on track to retire, we will discuss how companies should evolve their benefit programs to meet the Mind, Body, and Money wellness needs of today's employees.

OBJECTIVES:

- Explore how aligned health and retirement benefits can improve employee readiness and reduce costs.
- Understand how to meet employees' Mind, Body, and Money wellness needs through benefits design.
- Learn strategies to support smooth retirement transitions with coordinated benefit offerings.

2:30 P.M. – 3:30 P.M.

WORKFORCE WELLNESS: EFFECTIVE APPROACHES TO FOSTER WELL-BEING & RETENTION IN HEALTH CARE

Patti Artley, DNP, RN, CPN, NEA-BS | Medical Solutions

As health care faces unprecedented challenges, workforce wellness has become more essential than ever. Join Patti Artley, Chief Nursing Officer at Medical Solutions, as she explores innovative strategies to promote well-being and reduce burnout across health care teams. This session will address how fostering a supportive work environment and utilizing staff to the top of their license can enhance retention and elevate job satisfaction. Learn actionable approaches that prioritize mental wellness and empower health care professionals to thrive, helping organizations build resilient teams and improve patient care.

OBJECTIVES:

- Understand the critical role of mental well-being in workforce retention and satisfaction.
- Explore strategies to reduce burnout and promote a culture of wellness across health care teams.
- Learn methods for top-of-license utilization to maximize team impact and support professional fulfillment.

3:30 P.M. – 4:30 P.M.

PLENARY SESSION | RURAL HEALTH TRANSFORMATION PROGRAM*

Jeremy Nordquist, MPA | Nebraska Hospital Association (NHA)
Jed Hansen, PhD, APRN, FNP-C | Nebraska Rural Health Association (NeRHA)

THURSDAY, OCTOBER 23

8:30 A.M. – 9:30 A.M.

KEYNOTE | THE DIGITIZATION OF HEALTH CARE*

Shawn DuBravac, PhD, CFA | Avrio Institute

10:00 A.M. – 10:50 A.M.

NEBRASKA EMPLOYMENT LAW UPDATES & TRENDS

Scott Moore, JD | Baird Holm

A new administration at the Federal level and an active election at the State level have brought an abundance of changes to Nebraska employers. What once was true has now been reversed leading to policy changes and adaptation by HR professionals. This session will cover the latest developments and trends in employment law from the prior year and what to look forward to next.

OBJECTIVES:

- Learn about the legislative and administrative updates of federal and Nebraska employment law.
- Discuss trends which might make an impact on the coming year.
- Learn about policies, procedures and processes which may need to be developed in response to changes.

* Nebraska Hospital Association (NHA) hosted session

THURSDAY, OCTOBER 23 (CONT.)

11:00 A.M. – 11:50 A.M.

NEBRASKA NURSING WORKFORCE: TRENDS, CHALLENGES, & OPPORTUNITIES

Juan-Paulo Ramirez, Ph.D. | Independent Consultant

The presentation provides a comprehensive overview of Nebraska's nursing workforce, highlighting both progress and challenges. Nurses make up 56% of the state's health care workforce. Demographically, Nebraska's RN workforce has a median age of 41, younger than the national median (46), while LPNs average 47 years. Gender and racial diversity are increasing: Men now represent 6.7% of RNs and 3.2% of LPNs, and minority nurses comprise 10% of RNs and 14.3% of LPNs. However, both remain below Nebraska's population diversity (23.8% persons of color).

Generationally, Millennials dominate the workforce (44%), while Baby Boomers have declined to 15%. Satisfaction remains high overall—96.6% of RNs and 96.5% of LPNs report being satisfied with nursing as a career. While job satisfaction remains high among Nebraska's 31,000+ licensed nurses, workforce challenges persist. More than 700 RNs aged 25–45 report being “very likely” to leave their jobs within a year, signaling retention challenges among younger nurses.

Despite having dedicated nurses serving across Nebraska, the distribution is uneven. Urban areas like Omaha and Lincoln concentrate most nursing resources, while rural regions struggle with critical gaps in coverage. This geographic imbalance threatens access to essential health care services for Nebraska's rural communities. Nine counties have no working nurses at all, and rural areas are disproportionately affected.

OBJECTIVES:

- Analyze workforce demographics and trends: Understand the age, race/ethnicity, and geographic distribution of Nebraska's nursing workforce, and how these patterns compare to national trends.
- Evaluate employment challenges and opportunities: Examine changes in practice settings, use of telehealth, job satisfaction, turnover risks, and projected nursing shortages across Nebraska regions.
- Interpret nursing workforce data to guide planning: Apply evidence from state and national surveys to inform policy, education, and practice decisions that strengthen health care delivery in Nebraska.

12:00 P.M. – 1:15 P.M.

TRADE SHOW & NETWORKING LUNCH*

1:30 P.M. – 2:30 P.M.

GENERAL SESSION | PUBLIC POLICY UPDATE*

*Dr. Steve Corsi | NE Department of Health & Human Services
U.S. Congressman Don Bacon | U.S. House of Representative
U.S. Congressman Mike Flood | U.S. House of Representative
Jeff Kahrs | U.S. Department of Health & Human Services
U.S. Senator Pete Ricketts | U.S. Senate*

2:30 P.M. – 3:45 P.M.

STATE SENATOR LEGISLATIVE PANEL*

Senator Carolyn Bosn
Senator Bob Hallstrom
Senator Dan Quick

4:00 P.M. – 5:30 P.M.

TRADE SHOW & SOCIAL HOUR*

FRIDAY, OCTOBER 24

8:30 A.M. – 9:30 A.M.

CLOSING KEYNOTE | THE TALK: LEADING IN TIMES OF CRISIS: LEADERSHIP IS WORTHLESS...BUT LEADING IS PRICELESS*

Thom Mayer, MD, FACEP, FAAP, FACHE | NFLPA

9:45 A.M. – 11:30 A.M.

HR ROUNDTABLE DISCUSSION

12:00 P.M. – 1:30 P.M.

THE CARING KIND AWARDS LUNCHEON*

*Optional Add-On

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* Nebraska Hospital Association (NHA) hosted session

WEDNESDAY, OCTOBER 22

12:00 P.M. – 1:15 P.M.

NETWORKING LUNCH*

1:45 P.M. – 2:45 P.M.

WHEN ALL ELSE FAILS, FOCUS ON STRATEGY

Jack Sheard | IdeaBank Marketing

Ever pass a medical billboard on I-80 touting “expert care” and still have no idea which system it belonged to?

With endless vendors and shiny platforms, blasting messages is easy, but getting the right one to the right audience at the right moment, let alone on-brand, is hard.

In this interactive session, you’ll nail three pillars that keep every tactic on track: mission-driven purpose, distinctive brand, and aligned KPIs.

OBJECTIVES:

- Clarify your brand, purpose, and strategy.
- Design KPIs that align marketing with goals.
- Build on-brand materials with clear calls-to-action.

3:00 P.M. – 4:00 P.M.

THE DO’S & DON’TS OF PRESS RELEASES: PROVEN TIPS FROM A NEWSROOM VETERAN

Colleen Schukei | Colleen Williams Presents

This presentation will reveal insider secrets from over 20 years of newsroom experience, showing health care marketers exactly how to craft and pitch press releases that grab journalists’ attention and avoid common pitfalls that lead to being ignored. Colleen will cover the essential do’s and don’ts of targeting newsrooms, explain what reporters really look for in a story, and share practical tips to improve your chances of media coverage.

OBJECTIVES:

- Understand how to tailor messaging, timing, and follow-up strategies to effectively engage journalists.
- Apply these strategies to maximize the impact and reach of health care press releases.

5:30 P.M. – 10:00 P.M.

AWARDS BANQUET & ENTERTAINMENT*

*Optional Add-On

NHA will present the award for “Bright Idea” - don’t miss this!

8:30 A.M. – 9:30 A.M.

KEYNOTE | THE DIGITIZATION OF HEALTH CARE*

Shawn DuBravac, PhD, CFA | Avrio Institute

9:45 A.M. – 10:45 A.M.

BEYOND THE BOOST: META ADS MASTERY FOR HEALTH CARE

Dr. Randa Zalman | Bellevue University / IMI Advisors

Meta advertising (Facebook and Instagram) offers health care marketers a powerful way to reach the right patients, providers, and caregivers with precision and impact. From HIPAA-compliant targeting strategies to optimizing ad creatives for engagement, this session will offer a step-by-step process of running effective Meta campaigns tailored to the unique challenges of health care marketing. Learn how to navigate platform policies, leverage advanced audience targeting, and measure success in a way that drives patient awareness, appointment bookings, and brand trust. Whether you’re new to Meta Ads or looking to refine your approach, this session will give you the tools to make every ad dollar count.

OBJECTIVES:

- Understand how to effectively reach patients, providers, and caregivers while staying compliant with health care advertising regulations.
- Learn how to craft compelling Meta ads that resonate with health care audiences, drive meaningful interactions, and enhance brand trust.
- Gain insights into Meta’s analytics tools to track key performance metrics, refine ad strategies, and ensure your campaigns deliver measurable results in patient engagement and conversions.

10:45 A.M. – 12:00 P.M.

CREATING CONTENT THAT CONNECTS WITH YOUR AUDIENCE

Madison Kreifels | InfoFilm, LLC

In this presentation, Madison will cover photo and video editing on free and paid platforms, along with budget-friendly equipment recommendations. Near the end of the presentation, she will dive deeper into the mindset and planning process behind effective content creation—focusing on audience engagement and clear objectives.

OBJECTIVES:

- Gain confidence in capturing content.
- Expand their knowledge of editing resources and budget-friendly equipment.
- Understand the behind-the-scenes process of creating engaging footage that connects with their audience.

12:00 P.M. – 1:15 P.M.

TRADE SHOW & NETWORKING LUNCH*



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* Nebraska Hospital Association (NHA) hosted session

THURSDAY, OCTOBER 23 (CONT.)

1:15 P.M. – 2:45 P.M.

BUSINESS MEETING & OPEN DIALOGUE

3:00 P.M. – 4:00 P.M.

THE REAL GAME CHANGER: INSIGHTS & INSPIRATION FOR A MORE PRODUCTIVE DAY

Amy Tokos | AT Productivity Coaching

Are you spending a lot of money on productivity tools and services, but still not feeling more productive? If so, you're not alone. Many people are searching for the "magic bullet" that will finally help them get more done. But as Certified Professional Organizer, Productivity Coach and now Work/Life Integrator Amy knows, there is no one-size-fits-all solution to productivity. In her keynote, Amy will share insights she's learned through her experience helping people achieve their productivity goals. She will give you a framework for checking your assumptions about time, inspire you to believe in the possibility of work-life integration, and help you ask the right questions to solve your productivity challenges.

OBJECTIVES:

- Recognize personal assumptions about time, develop a more realistic approach to managing it, and understand the importance of honoring priorities.
- Identify external productivity influences and discover practical opportunities to stay authentic, organized, and more productive.

4:00 P.M. – 5:30 P.M.

TRADE SHOW & SOCIAL HOUR*

8:30 A.M. – 9:30 A.M.

CLOSING KEYNOTE | THE TALK: LEADING IN TIMES OF CRISIS: LEADERSHIP IS WORTHLESS...BUT LEADING IS PRICELESS*

Thom Mayer, MD, FACEP, FAAP, FACHE | NFLPA

9:45 A.M. – 10:45 A.M.

ACCOUNTABILITY IN HEALTH CARE SETTINGS: EMPOWERING INDIVIDUALS, STRENGTHENING TEAMS, & ENHANCING OUTCOMES

Lara Swerczek, MBA | Boone County Health Center

Accountability is one of the most powerful drivers of success in any organization, especially in health care. This session will explore how fostering a culture of accountability—across all levels—improves performance, enhances patient care, and drives positive organizational change. By looking at real-world examples, we will discuss the critical role personal responsibility plays in achieving team goals, ensuring transparency, and creating a results-driven environment. Attendees will walk away with actionable strategies for integrating accountability into their daily practices, leadership styles, and organizational structures.

OBJECTIVES:

- Understand the importance of accountability in health care and its direct impact on patient care and organizational success.
- Learn strategies for fostering a culture of accountability within health care teams and across departments.
- Discover tools for holding oneself and others accountable in a supportive, constructive manner, without fostering blame.

10:45 A.M. – 11:45 A.M.

ROUNDTABLE

12:00 P.M. – 1:30 P.M.

THE CARING KIND AWARDS LUNCHEON*

*Optional Add-On

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NHA Keynote & General Session Biographies



JEFF KAHRS

Regional Director
Office of the Secretary | Intergovernmental & External
Affairs | Region VII — U.S. Department of Health &
Human Services

Public Policy Update

Jeff Kahrs, a fourth-generation Kansan from Wichita, is dedicated to restoring the values of Faith, Family, and Freedom for the people of Kansas. Growing up spending summers on the family farm, he learned the importance of hard work, perseverance, and personal responsibility—principles that shaped his lifelong commitment to public service. Kahrs served as student body president at both Wichita High School East and Wichita State University before earning his Juris Doctor with honors from Washburn University School of Law. His distinguished career includes serving as law clerk to the Chief Justice of the Kansas Supreme Court, chief of staff to Congressman Todd Tiahrt, and Director of Region 7 for the U.S. Department of Health and Human Services under President Trump. A devoted family man with deep military roots, Kahrs and his wife Felita live in Topeka with their sons, Samuel and William, where they are active members of Topeka Baptist Church.



DR. STEVE CORSI

Founder/Chief Executive Officer
Nebraska Department of Health and Human Services

Public Policy Update

Dr. Steve Corsi was appointed Chief Executive Officer (CEO) of the Department of Health and Human Services for the state of Nebraska on August 16, 2023.

Corsi's most recent role is acting CEO of the Central Wyoming Counseling Center. He has been director and/or CEO of the Missouri Department of Social Services, Wyoming Department of Family Services, High Country Behavioral Health (Wyoming) and the Cornerstone Behavioral Health Group in California. In 2019, Corsi became president/CEO of Volunteers of America Western Washington, where he significantly recruited and retained the workforce, expanded early childhood offerings and grew the organization's revenue from \$17.2 million to \$115 million during his nearly four years of tenure.

Corsi earned both his bachelor's and master's degrees from California Baptist University in psychology and counseling psychology, respectively. He received a Doctor of Psychology (Psy.D.) in clinical psychology from Alliant International University – San Diego.



NATE KAUFMAN, MSHS

Managing Director
Kaufman Strategic Advisors, LLC

Surviving the Epidemic of Administrative Harm - There are No Solutions, Only Tradeoffs

Nate Kaufman is widely recognized as one of the nation's leading experts in the health care industry, bringing 47 years of experience as a strategist, executive, and negotiator. He serves as a trusted advisor to health care executives, boards, physician groups, and health care organizations nationwide. A skilled negotiator, Nate has successfully led hundreds of transactions, including payer negotiations, physician compensation models, service line development, acquisitions and divestitures of ambulatory facilities, and restructuring of physician enterprises. He is also a respected thought leader who closely tracks health care trends and the evolving delivery landscape. A frequent keynote speaker and retreat facilitator, he has published over 75 articles in health care journals and has served as an expert witness in more than 40 legal cases involving arbitration and trial testimony. His work is rooted in evidence-based strategies, helping health systems navigate complex challenges with clarity and confidence.



THOM MAYER, MD, FACEP, FAAP, FACHE

Medical Director
NFLPA

THE TALK: Leading in Times of Crisis: Leadership is Worthless...But Leading is Priceless

Dr. Thom Mayer is a nationally recognized leader in emergency and sports medicine, with a career dedicated to athlete safety, emergency response, and health care leadership. As Medical Director for the NFL Players Association and founder of BestPractices, Inc., he has been instrumental in shaping protocols for player safety, concussion management, and emergency care. Dr. Mayer has led medical responses during national crises such as 9/11, Hurricane Katrina, and the COVID-19 pandemic. A prolific author and speaker, he has contributed to over 100 publications on emergency medicine, leadership, and patient safety. His work extends to training emergency responders and advocating for improved medical standards in sports. With academic appointments and numerous awards, Dr. Mayer is celebrated for blending clinical excellence with innovative leadership, advancing both patient care and athlete welfare.



SHAWN DUBRAVAC, PHD, CFA

Founder/Chief Executive Officer
Avrio Institute

The Digitization of Health Care

Shawn G. DuBravac is an acclaimed futurist, economist, and author of the New York Times Best Seller *Digital Destiny: How the New Age of Data Will Transform the Way We Work, Live, and Communicate*. His work examines how mass adoption of digital technologies is reshaping business, health care, finance, transportation, and culture.

DuBravac is president of Avrio Institute, helping leaders navigate uncertain futures, and is a sought-after keynote speaker, delivering actionable insights on emerging trends and technologies. Formerly chief economist for the Consumer Technology Association, he advised Fortune 100 and Global 1000 companies, startups, government agencies, and non-profits.

Widely published in outlets including The Wall Street Journal, The New York Times, and Financial Times, DuBravac has also taught at several universities and holds degrees in economics from Brigham Young University and George Mason University.

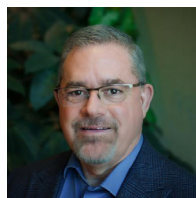


NHA General Session Panel & Plenary Session Biographies



JED HANSEN, PHD, APRN, FNP-C
Executive Director
Nebraska Rural Health Association (NeRHA)
Rural Transformation Program

Jed Hansen, PhD, APRN, FNP-C, is the Nebraska Rural Health Association's Executive Director and serves as the Nebraska Hospital Association's senior rural consultant. He is a native Nebraskan, growing up in the community of Minden. His academic background is focused on health care utilization facilitators and barriers in ambulatory care settings, and he actively practices in Urgent Care and Emergency Departments in Nebraska. Dr. Hansen leads projects focused on the rural emergency hospital model, improving veteran access to care, rural dental and mental health initiatives, and rural access to care. He also works diligently to improve interoperability and data flow in rural health care settings and increase workforce pipelining. Dr. Hansen is a Fellow of the National Rural Health Association and the 2023 NRHA Advocate of the Year. He has been recognized as an influential health care leader and academic in Nebraska through the Nebraska Action Coalition and the University of Nebraska Medical Center, respectively, and nationally by multiple organizations and associations.

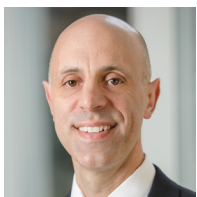


JIM ULRICH, JR., MHA, FACHE, FHFMA
Chief Executive Officer
York General
Innovative Uses of AI at Nebraska Hospitals (PANEL)

Jim Ulrich has served as Chief Executive Officer of York General since 2016, bringing more than 35 years of health care experience and a strong commitment to rural health and community well-being. A Nebraska native, Jim began his career as a CPA with Seim Johnson before moving into leadership roles at Madonna Rehabilitation Hospital and Community Hospital in McCook, where he served as CFO, COO, and CEO.

He holds a Bachelor's in Business Administration from Wayne State College and a Master's in Health Care Administration from Bellevue University. Jim is a Fellow of both the Health Care Financial Management Association (HFMA) and the American College of Health Care Executives (ACHE).

Active in community and industry service, he has held leadership roles on numerous boards, including the Nebraska Hospital Association, Heartland Health Alliance, and York County Development Corporation.



JEFF FRANCIS, MBA
Vice President of Finance & Chief Financial Officer
Methodist Health System
Innovative Uses of AI at Nebraska Hospitals (PANEL)

Jeff Francis was named Vice President and Chief Financial Officer of Methodist Health System in 2016. Prior to joining Methodist, he served as Chief Administrative and Financial Officer of Ministry Health Care, a 15-hospital system with a 135,000-member health insurance company based in Milwaukee. Francis previously worked at Parkview Health in Fort Wayne, Indiana, where he began as Director of Accounting/Controller and was later named Senior Vice President of Finance and Chief Financial Officer.



MICHAEL HASSELBERG, PHD, RN, PMHNP-BC
Chief Transformation & Digital Officer
Nebraska Medicine
Innovative Uses of AI at Nebraska Hospitals (PANEL)

Michael Hasselberg, PhD, RN, PMHNP-BC, serves as Chief Transformation and Digital Officer for Nebraska Medicine, leading efforts to modernize and elevate health care delivery through technology, process improvement, and clinical innovation. He and his team bridge clinical operations, IT, administration, and the health system's academic and research missions, driving strategic use of digital tools to enhance patient care, clinician experience, research, and institutional performance. Dr. Hasselberg also holds appointments with the UNMC College of Medicine and the UNMC College of Nursing. Before joining Nebraska Medicine, he spent more than 20 years at the University of Rochester, holding faculty appointments in psychiatry, nursing, and data science. He served as UR Medicine's first Chief Digital Health Officer and co-director of the UR Health Lab. He earned his BS in Nursing from Binghamton University, a Master's as a psychiatric mental health nurse practitioner, and a PhD in health practice research.



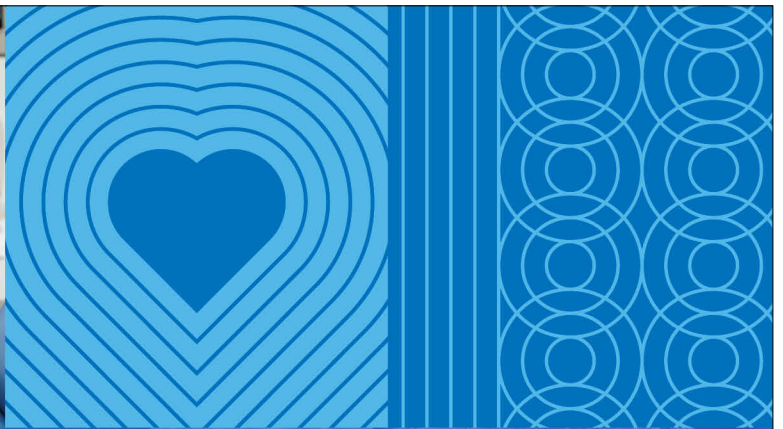
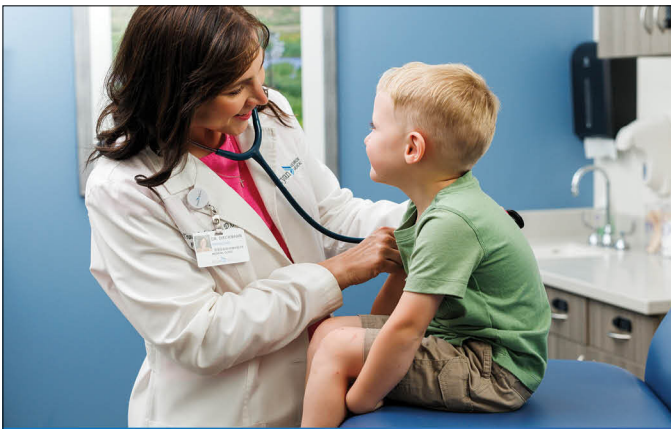
JEREMY NORDQUIST, MPA
President
Nebraska Hospital Association (NHA)
Rural Transformation Program

Jeremy Nordquist has served as president of the Nebraska Hospital Association since December 2021, bringing extensive experience from government, health care, and nonprofit leadership. Before joining the Association, he was Government Affairs Director for Nebraska Medicine, where he led efforts to expand telehealth access and develop a statewide crisis standards of care framework. His earlier career in Washington included serving as chief of staff to U.S. Reps. Brad Ashford and Tom O'Halleran, where he advanced policies improving rural, veterans', and Native American health care. He also helped craft legislation establishing a public-private partnership for VA construction, enabling Omaha's new VA ambulatory care clinic. From 2009 to 2015, Nordquist represented downtown and south Omaha in the Nebraska Legislature, chairing the Retirement Systems Committee and serving on multiple others. He built bipartisan coalitions to expand health care access, raise the minimum wage, support DREAMers, and strengthen education and pension systems. Nationally, he chaired the Health Committee for the National Conference of State Legislatures and served on its Executive Committee. A frequent media voice, Nordquist has appeared on MSNBC, BBC, and Univision. A native of rural South Dakota, he graduated with honors from Creighton University and earned a Master of Public Administration in health administration from the University of Nebraska at Omaha. He and his wife, Shannon, have two children.



STEVEN LEITCH, MD
Vice President of Medical Informatics (CMIO),
Central Region
CommonSpirit Health
Innovative Uses of AI at Nebraska Hospitals (PANEL)

Steven Leitch, MD, serves as Vice President of Medical Informatics (CMIO) for the Central Region at CommonSpirit Health. He has led the implementation of machine learning predictive models for sepsis, readmissions, and clinic no-shows, as well as robotic process automation initiatives to improve colon cancer screening, diabetic kidney disease detection, Medicare Annual Wellness visit compliance, and lung cancer screening. Under his leadership, Low Dose CT screening studies increased from 2,948 in CY 2022 to 4,382 in CY 2024, Lung Nodule Clinic volumes grew by 31%, nodules resected with cancer rose from 41 to 114, and clinic revenue grew 117%. Dr. Leitch also launched an active ambient scribing pilot program and is currently engaged in discovery efforts for four additional Epic AI models.



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NHA Presenter Biographies



ADAM STEFFEN

Director of Provider Contracting and Market Engagement
Medica

HFMA SPEAKER
Payor (Panel)

Adam Steffen serves as the Director of Provider Contracting and Market Engagement at Medica. He leads a team that is responsible for provider contracting in the state of Nebraska, including contracting new providers, negotiating and updating reimbursement, and value-based contracting including ACOs.



BILL GRIEPENSTROH

Lead Video Director
UNANIMOUS

Humanizing Health Care: The Impact of Video Storytelling

Bill Gripenstroh is a seasoned Lead Video Director with more than 15 years of experience in video production. Beginning his career at Central Community College, he has since created over a thousand videos spanning all aspects of production. His projects have taken him to 19 states and five countries, providing a diverse perspective and insightful planning.

Bill's work has helped raise several million dollars for nonprofit and health care organizations, reflecting his passion for storytelling that inspires change. As a licensed drone pilot, he brings multi-faceted expertise to every project. He values how the stories he tells and the people he meets expand his perspective and deepen his appreciation for the world around him.

Outside of work, Bill enjoys life with his wife and three children. He is an avid jogger, ping-pong player, video game enthusiast, and dedicated fantasy football fan.

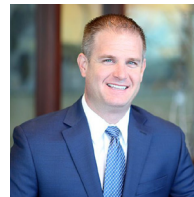


AMBER KAVAN, BSN, RN, CPHQ

Senior Director of Clinical Quality & Workforce
Nebraska Hospital Association (NHA)

The Future of Aging in Nebraska: Challenges, Opportunities, & Innovations

Amber Kavan is a registered nurse with diverse experience across the health care continuum. She earned her Bachelor of Science in Nursing from Nebraska Methodist College and is currently pursuing a Master of Science in Health at the University of Nebraska at Omaha. Amber holds several health care certifications, including TeamSTEPPS Master Trainer, CPHQ, Lean Six Sigma, BLS, and Health Coach Certification. Much of her career has been dedicated to rural health, including direct patient care in medical/surgical and emergency room settings at a critical access hospital. Since 2021, Amber has worked with the Nebraska Hospital Association, partnering with hospitals statewide to advance quality improvement initiatives that enhance patient outcomes, reduce costs, and promote high-quality care. She brings expertise in project management, rapid cycle improvement, data reporting and visualization, and leading system-wide change.



BILL REZAC

Partner & Senior Vice President of Employee Benefits
Practice Leader
USI

HR SPEAKER

Retirement Readiness: Designing Medical & Retirement Plans to Compliment, Not Compete

Bill Rezac is the Senior Vice President and Employee Benefits Practice Leader at USI Insurance Services, bringing extensive experience in the insurance industry. Since March 2020, he has led the employee benefits practice, developing strategies to address client needs and deliver tailored solutions across a wide range of organizations.

Before joining USI, Bill held several key roles, including Regional Sales Leader and Sales Executive at HUB International Mountain States Limited and HUB International, Employee Benefits Consultant at Howalt+McDowell Insurance, Benefits Risk Advisor at Boen & Associates, and Regional Account Manager at AIM Health Care.

Bill holds a Bachelor of Science in Business Administration with an emphasis in Human Resources from the University of South Dakota. His experience combines deep knowledge of employee benefits, risk management, and health care solutions, enabling him to guide clients in optimizing programs and navigating complex regulatory environments.



AMY TOKOS

Speaker
AT Productivity Coaching

NHM SPEAKER

The REAL Game Changer: Insights & Inspiration for a More Productive Day

Amy has over 30 years of experience streamlining. Her background includes engineering, lean manufacturing, household management (mother of 4), and small business management. She is an industry leader and served as the President of the National Association of Productivity and Organizing Professionals (2021-23). Amy's insights have been featured in Inc., CNN, The New York Times, Wash Post, and more.



BEN HUDSON

Director
Oracle Health

HFMA SPEAKER

The Future of Autonomous Reimbursement

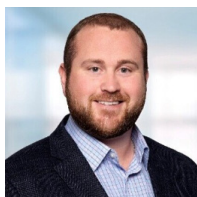
Ben Hudson is a Director of Revenue Cycle at Oracle Health and works to develop Revenue Cycle roadmaps with clients. Prior to his current role he has lead a team of Project Managers responsible for implementations and has deployed Revenue Cycle solutions in the US and Middle East. He is a Fellow at the ACHE and holds an MBA and PMP.



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NHA Presenter Biographies (Cont.)



BRIAN NEBEL
Lead Sales Executive
Oracle Health

HFMA SPEAKER
The Future of Autonomous Reimbursement

Brian Nebel has been aligned with Oracle Health for over a decade in a variety of revenue cycle roles. He currently works as a lead sales executive with Oracle Health's native front, middle and back RCM solutions, inclusive of OHPAC, financial clearance and bill pay tools to help organizations meet their strategic needs. Fun fact, Brian is from a town of 400 people in rural SW Iowa and currently resides in the KC metro area. Brian is married and has a 2-year-old son and English bulldog (first-child). Brian enjoys spending time with family and all things sports.



COLLEEN SCHUKEI
Self-Employed
Colleen Williams Presents

NHM SPEAKER
The Do's & Don'ts of Press Releases: Proven Tips from a Newsroom Veteran

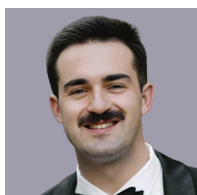
Colleen was half of the longest-running anchor team in Nebraska history. For over 20 years, she anchored the evening news for a local ABC Affiliate in Central Nebraska. Colleen now runs the popular Facebook page "Colleen Williams Presents," where her followers wake up to a daily "Good News Telegram" and unique stories celebrating Nebraska. Her content receives millions of monthly views. Colleen co-wrote an award-winning screenplay and was recently recognized by the Nebraska Broadcaster's Association for 2024's Best Investigative Report for her series examining the budget shortfall at the University of Nebraska. Other claims to fame include the time she auditioned to be Gwyneth Paltrow's hand double and appeared on Sex and the City during her time living in New York City. Colleen currently lives in Hastings, NE, with her husband and 2 sons.



DANA MEDEIROS
Director, Provider Partnerships
Blue Cross and Blue Shield of Nebraska

HFMA SPEAKER
Payor (Panel)

Provider Experience Leader with over 20 years of financial management experience in profit and non-profit hospitals, business offices, and health care insurance. Dynamic and transformational leader with expertise in process improvements and strategic oversight of PI projects. Proven success in implementing best practices across Revenue Cycle, Provider, and Client Relations. Experienced in managing teams of 10–47 employees, both represented and non-represented, with expertise in contract negotiations, budget planning, operational metrics, and benchmarking. Customer-focused and results-driven, committed to delivering quality, efficiency, and excellence in a competitive health care environment.



CHASE MCGRATH
Vice President of Product
Aspirion Health

HFMA SPEAKER
Bridging the AI Confidence Gap: A Revenue Cycle Executive's Guide to Real AI Readiness

Chase McGrath serves as Vice President of Product at Aspirion, driving innovation in revenue cycle management solutions for hospitals and health systems. His expertise centers on denials management, where he applies AI and machine learning to help health care organizations reduce claim denials and boost financial performance. McGrath's career includes diverse roles—beginning with software implementation at Epic Systems, progressing to consulting at Accenture on complex technology integration programs, and gaining experience at generative AI startups like Narrative Science.

With a Master of Science in Analytics from Georgia Institute of Technology and a Bachelor's in Business Administration with a focus on Organizational Behavior from Washington University in St. Louis, McGrath combines technical depth with strategic business insight. He leverages this expertise to create revenue cycle solutions that accelerate speed to revenue and increase overall revenue capture for health care providers.



CHRISTINE WIDMAN, MHA
Vice President, Program Operations
Nebraska Hospital Association (NHA)

Nebraska Medicaid State Directed Payment Program – A Comprehensive Look

Christine Widman has served the Nebraska Hospital Association (NHA) since 2021 and currently holds the role of Vice President of Program Operations. She oversees financial operations for the State Directed Payment Program and previously served as Senior Director of Operations for Bio-Electronics, the NHA's for-profit subsidiary, where she managed operations and accreditation compliance for biomedical equipment services across six states.

Her public health experience includes serving as Community Health Educator Senior for the Nebraska Department of Health and Human Services, where she developed strategies to prevent chronic disease in primary care and advanced health outcomes through work with Nebraska Rural Health Clinics. Christine also has a strong clinical background, having spent nearly eight years at Madonna Rehabilitation Hospital on the inpatient brain injury and stroke teams. She is a Certified Brain Injury Specialist with a deep commitment to improving patient and community health care.

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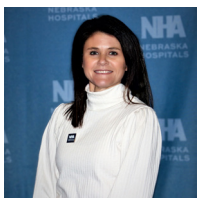
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NHA Presenter Biographies (Cont.)



DANA STEINER, MSN, MBA, CPHQ
Senior Director, Medicaid Quality Improvement
Nebraska Hospital Association (NHA)

The Future of Aging in Nebraska: Challenges, Opportunities, and Innovations

Dana Steiner, MSN, MBA, CPHQ has worked in rural health care for 20 years. 15 years of that work were dedicated to a Critical Access Hospital and the past 6 years working for the Nebraska Hospital Association focused on health care quality across the state. Dana received her BSN from University of Nebraska Medical Center and her MBA from University of Nebraska- Kearney and her MSN at Nebraska Wesleyan University. Steiner is a TeamSTEPPS master trainer and is actively involved in professional organizations in Nebraska. In 2022 Steiner earned her Certification in Healthcare Quality (CPHQ). Steiner has held many roles over her career including Quality Director, Chief Nursing Officer, and Clinic Administrator and currently serves as a health care quality director for the state hospital association, serving hospitals across Nebraska to provide high-quality and efficient care.



DANIEL OLDENBURG
Partner, Chair of Immigration Practice Section
Cline Williams

Reviewing the H-1B Modernization Rule: Immigration Options for Health Care Employers & Providers

Daniel provides comprehensive immigration legal services to individuals, employers, and institutions. He specializes in employment-based immigration for universities and health care organizations, assisting faculty, researchers, medical fellows, and residents with both non-immigrant and immigrant visa processes. His expertise includes Extraordinary Ability Petitions, Outstanding Researcher/Professor Petitions, National Interest Waivers, J-1 Waivers, PERM Labor Certification, and H-1B sponsorship. Daniel also advises employers, investors, and entrepreneurs on L and E visas, and frequently presents on I-9 and immigration enforcement issues at professional conferences.

In addition, Daniel represents religious institutions sponsoring qualifying workers, assists clients with permanent residency and naturalization, and manages all aspects of family-based immigration. He also handles matters involving Special Immigrant Juveniles, Special Immigrant Visas, and U and T visas for victims of crime and trafficking. Bilingual in Spanish, Daniel previously served with the Immigration and Naturalization Service (INS) and provides counsel to multiple nonprofit and immigrant resource organizations.



DANELLE FRANZEN, FACHE, MLS (ASCP)
Chief Operating Officer
Great Plains Health

Navigating the Challenges of Hospital Facility Improvements Utilizing the Construction Management at Risk Delivery Method (PANEL)

Danelle brings a unique blend of health care leadership and construction expertise to hospital facility improvements. With over 30 years of experience helping run a plumbing company alongside her husband, while also working part time as a Clinical Laboratory Scientist, she developed a strong foundation in construction operations, project management, and practical problem-solving. Since 2023, she has overseen several major projects, including the construction of a multi-specialty medical building, the remodel of laboratory services, pharmacy and dialysis builds, rehabilitation expansions, and oncology remodels. Her background allows her to bridge the gap between clinical and construction teams, ensuring projects are delivered on time, within budget, and with a clear focus on safety, efficiency, and the patient experience.

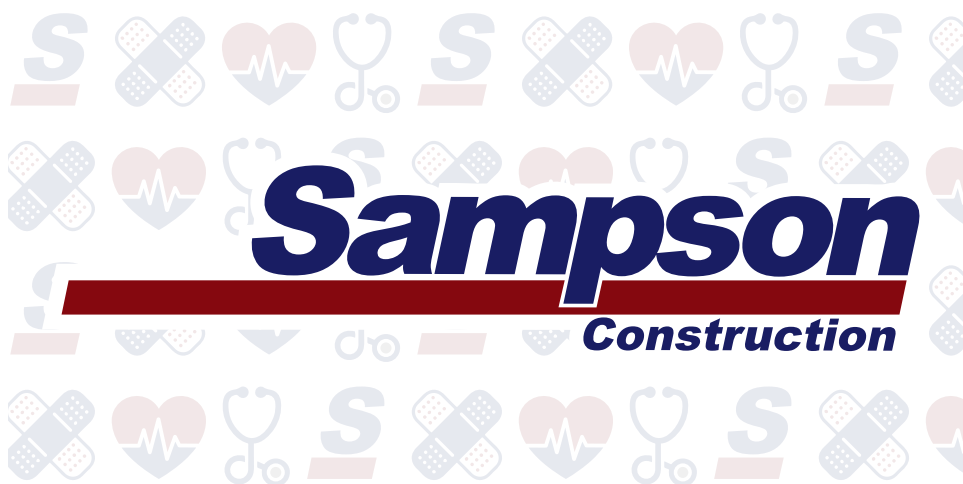


DAVID SLATTERY
Senior Director, State & Rural Advocacy
Nebraska Hospital Association (NHA)

NHA State & Federal Policy Update

David currently serves as the Senior Director of State & Rural Policy for the Nebraska Hospital Association where he is responsible for state related policy issues affecting Nebraska hospitals and health care. He also administers the NHA Political Action Committee (NHA PAC). In addition to the NHA, David recently served as the Board President for the Nebraska Rural Health Association (NeRHA) and Board President for Nebraska Chapter of HOSA – Future Healthcare Professionals.

Prior to working for the NHA, David served as the Legislative Aides in the Nebraska Legislature's 24th and 27th Legislative Districts. His experiences include working on the Mike Johanns for U.S. Senate campaign and owning a telecommunication company. He spent over three years working as a Bill Clerk for the Clerk of the U.S. House of Representatives in Washington, D.C., where he was responsible for all introduced bills and amendments for the U.S. House of Representatives.



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NHA Presenter Biographies (Cont.)



DEREK BAILEY, CRPS, AIF, NQPC
Partner & Vice President of Retirement Plan Services
USI

HR SPEAKER

Retirement Readiness: Designing Medical & Retirement Plans to Compliment, Not Compete

Derek Bailey is the Vice President of Retirement Plan Services at USI Consulting Group in Omaha, NE, responsible for new business development for defined contribution and defined benefit plans in Nebraska, Iowa, and Kansas. He has extensive experience working with corporate, non-profit, and governmental organizations to design successful retirement plans and is skilled in vendor fee negotiations, investment analysis, plan design, and fiduciary compliance.

Before joining USI, Derek was a shareholder of a regional employee benefits and property casualty firm in Omaha, where he helped start the retirement plan division, growing it to 90 clients and over \$1.8 billion in assets under administration. He was recognized as a Top 40 Under 40 Retirement Plan Consultant by the National Association of Plan Advisors in 2015 and 2017.

Derek graduated from the University of Nebraska at Kearney in 2004 and holds the CRPS®, AIF®, and FINRA Series 6, 63, and 65 designations.



DOUGLAS STOLLER, MD, PHD

Associate Professor
University of Nebraska Medical Center (UNMC)
Division of Cardiovascular Medicine | Medical
Director, Cardiovascular Genetics Program | Medical
Director, Heart Failure Research

Genetic Insights Project

Dr. Stoller is a cardiologist specializing in advanced heart failure, mechanical circulatory support and heart transplant, as well as an expert in cardiac genetics. Upon his arrival at the University of Nebraska Medical Center, Dr. Stoller launched a cardiac genetics clinic that has had robust growth over the past years. In addition to clinical responsibilities, Dr. Stoller is an active clinical researcher. He developed and led a small trial investigating the use of PCSK9 inhibitor therapy in heart transplant patients with coronary allograft vasculopathy. Dr. Stoller is also involved in multicenter clinical trials including the Dilated Cardiomyopathy Consortium. Dr. Stoller received his MD and PhD degrees at the University of Chicago via the Medical Scientist Training Program (MSTP). He completed his internal medicine residency, cardiovascular disease fellowship, and advanced heart failure subspecialty fellowship at the University of Texas Southwestern.



ELLEN MCELDERRY, LIMHP, LADC, LPC

Program Manager
Methodist Community Counseling Program

Nebraska Hospitals Innovate to Provide Access to Behavioral Health Services (PANEL)

Ellen is a dually credentialed Licensed Independent Mental Health Practitioner and Licensed Alcohol and Drug Counselor with more than 30 years of experience in the field of mental health. She has served in psychiatric facilities, the child welfare and foster care system, managed care and Medicaid programs, and public health initiatives.

Her background as both a clinician and department leader has given her firsthand insight into the challenges faced by individuals living with mental health conditions. Ellen has also contributed to organizational design and community transformation projects and remains active on advisory boards, collaborating with partners to create positive outcomes.

She currently serves as Program Manager for Methodist Hospital's Community Counseling Program, where she focuses on mental health and public health care issues, community resources, collaborations, and identifying gaps to improve mental health care across the state.



ERIN BUSCH

Partner
Baird Holm, LLP

Fix It, Disclose It, or Pretend It Didn't Happen. An Interactive Presentation for Hospital Executives

Erin primarily represents health care clients, including hospitals, physicians, physician clinics, skilled nursing facilities, nursing facilities, and specialty health care service providers. Her practice emphasizes regulatory compliance and contracting matters, including HIPAA, medical staff and allied health professional issues, Medicare, Medicaid, 340B, and the No Surprises Act, with particular focus on federal and state privacy laws and data protection concerns. She also advises public entities on open meetings, public records, and governance issues. Before joining Baird Holm, Erin worked in the General Counsel's Office of a public higher education institution, where her practice centered on data privacy and security, public records, open meetings, regulatory compliance, contracting, and governance matters.



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OUR HOSPITAL

Our 50-bed acute care hospital is certified for swing beds, with an additional 14 ambulatory outpatient beds. Established in 1972 by the merger of St. Mary's Hospital and Behlen Memorial Hospital, this not-for-profit facility is governed by a local board of directors. We are licensed by the Nebraska State Board of Health and accredited by the Joint Commission.

We are a member of the Nebraska Hospital Association (NHA), American Hospital Association (AHA), Vizient and Heartland Health Alliance (HHA).

OUR PEOPLE

64:17

Active medical staff of 64 physicians representing 17 medical specialties.



1,000
More than 1,000 employees.



175:73

Approximately 175 adult volunteers and 73 VolunTEENs.



25

Additional 25 specialty services available for the community on an intermittent basis from visiting physicians.

TOTAL
ANNUAL
ADMISSIONS



Inpatient admissions:	2,578*
Emergency visits:	13,380
Outpatient procedures:	2,555
Inpatient procedures:	457

*The inpatient admissions total includes 560 newborns.

OUR FACILITY

- Crews built Columbus Community Hospital's **153,000**-square-foot building in 2002 on 80 acres in the northwest part of Columbus.
- In **2012**, the hospital completed a **30,000**-square-foot addition. This expanded the emergency department, increased patient privacy in the registration area and created a women's imaging center.
- In **fall 2015**, the hospital collaborated with the **YMCA** to open the Columbus Wellness Center on adjacent property. Most of the Rehabilitative Services department moved to the Columbus Wellness Center, and the pediatric rehabilitation service, Wiggles & Giggles Therapy for Kids™, relocated there from its off-site location.
- In August 2017, the CCH-owned **Child Care Center** opened. The Child Care Center accommodates up to 101 children and gives CCH employees a convenient child care option.
- The hospital offers inpatient and outpatient care, surgery and **24-hour** emergency care.
- The hospital's **South Campus** has offices for the medical outreach services of home health and hospice, Healthy Families and Occupational Health Services.
- In April 2019, the hospital began a **\$35 million** expansion and renovation project. It included enhancing our surgical services area and maternal child health department, and expanding the east side of the hospital.
- In **January 2024**, the hospital opened the new Columbus Fieldhouse, just north of the Columbus Wellness Center. The fieldhouse is an extension of the hospital's mission to enhance community wellness.
- Coming soon** in fall 2026, the Mead Family Cancer Center will span 26,500 square feet and consolidate CCH's oncology services. Those services include infusion therapy, radiation oncology (Columbus Cancer Care), medical oncology (Hematology & Oncology Consultants, PC), PET/CT imaging and patient navigation — all in one location.



NHA Presenter Biographies (Cont.)



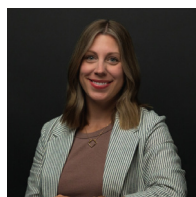
HAYLEY PROSSER

Revenue Cycle Director
ruralMED

HFMA SPEAKER

Denials to Dollars: Real Strategies That Work

Hayley Prosser is our Revenue Cycle Director. She guides and leads our Revenue Cycle Billing and Coding services. She has extensive knowledge of both the hospital and physician revenue cycle, including an extensive background in critical access hospital and rural health clinic billing and coding. She is able to quickly identify areas of opportunity and collaborate with key stakeholders to implement process improvements. Prior to ruralMED, Hayley served in Revenue Cycle Management roles at Thayer County Health Services & Chase County Community Hospital in Nebraska, Bridger Orthopedic in Montana, and SCL Health in Colorado, where she optimized their revenue cycles utilizing various EMR systems including EPIC, Cerner Community Works, E-Clinical, Athena NextGen, and Healthland. Hayley's ability to excel in process improvement strategies and collaboration to optimize patient satisfaction and financial performance is an asset to our partners and the ruralMED team.



JAMIE RIHA

Marketing Director
UNANIMOUS

Humanizing Health Care: The Impact of Video Storytelling

Dr. Jamie leads the UNANIMOUS Marketing team and brings a wealth of client-focused agency experience to UNANIMOUS. Often serving as a brand ambassador, she values building meaningful relationships with clients to gain a clear understanding of their brand, helping create results-driven strategies to meet their short-term and long-term goals. As an avid multi-tasker, Jamie manages multiple projects to ensure the timely integration and execution of cohesive, cross-channel marketing plans. Jamie earned a Bachelor's degree in journalism from the University of Nebraska-Lincoln with a major in advertising. She then spent nearly a decade in the Kansas City market promoting a wide range of national and global brands.



JACK SHEARD

Owner & Marketing Strategist
IdeaBank Marketing

NHM SPEAKER

When all Else Fails, Focus on Strategy

Jack Sheard joined the agency in 2020 and became a partner in 2024, quickly establishing himself as a detail-oriented, energetic force who turns plans into action. A marathon and half-marathon runner, Jack has spent over two decades in communications. He spent seven years at the Grand Island Independent, the last two as online director, followed by eight years as marketing and communications coordinator for Grand Island Public Schools, a 10,000-student district. Today, he leverages that experience to guide school districts in communications planning and develop creative marketing solutions for diverse clients.

A Waverly native, Jack earned a Bachelor of Science in journalism/mass communication with a multimedia minor from the University of Nebraska at Kearney in 2000. He has been recognized by the National School Public Relations Association and served as president of its Nebraska affiliate. At home, he applies his meticulous nature to family life, managing everything from finances to grocery shopping. Jack and his wife, Melissa, have two sons, Andrew, in the U.S. Air Force, and Calvin.



JENNIFER MCWILLIAMS, MD, MS, DFAACAP

Division Chief - Psychiatry Medical Director of
Digital Health & COPE Child and Adolescent
Psychiatrist
Children's Nebraska

Nebraska Hospitals Innovate to Provide Access to Behavioral Health Services (PANEL)

Dr. McWilliams is a Child and Adolescent Psychiatrist and the Division Chief in the Department of Behavioral Health and well as the Medical Director for Digital Health and COPE for Children's Nebraska. She has been with Children's since September 2015. She attended medical school at the University of Nebraska Medical Center and completed her residency and fellowship at the University of Iowa Hospitals and Clinics. She has a Master's degree in Health Care Delivery Science from Dartmouth. She enjoys working with children and families in rural areas via telemedicine as well as in the school setting. She is proud to support primary care providers with expanding their training and management of patients with mental health concerns.



JON PRUITT

Senior Vice President of CHC Supply Trust
Community Hospital Corporation

Optimizing the Health Care Supply Chain for Resilience

Jon Pruitt serves as Senior Vice President of CHC Supply Trust, overseeing a comprehensive, quality-based supply chain management strategy for CHC's health care expenditures and resource utilization. CHC Supply Trust supports over 155 independent and community-based hospitals with GPO services and savings. Jon brings more than 30 years of health care experience in supply chain and support services.

Previously, he was Vice President of Supply Chain Integration for Tenet Healthcare—United Surgical Partners International, managing integration of Tenet's Outpatient Division, which includes over 400 ambulatory surgery centers and surgical hospitals. He has also held executive roles with UT MD Anderson Cancer Center, VHA Inc/Provista, Texas Purchasing Coalition, LifeCare Hospitals, and The Broadlane Group. A retired Lieutenant Colonel from the U.S. Army Reserves, Jon holds a Master of Science in Health Care Administration from Texas Woman's University and a B.B.A. in Finance from Stephen F. Austin State University.

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NHA Presenter Biographies (Cont.)



JORDAN WARCHOL, MD, MPH, FACEP
Associate Professor
University of Nebraska Medical Center (UNMC)
Department of Emergency Medicine

No Patient Left Behind: Navigating EMTALA Compliance

Jordan M. Warchol, MD, MPH, is an emergency physician who navigates EMTALA requirements in every patient encounter. She also holds a Master of Public Health with a concentration in Health Policy, with expertise in areas such as EMTALA.



KELLY MARSHALL, MS, OTR/L, CEES
Job Analysis and Ergonomics Specialist
RAS

HR SPEAKER

Someone>No One. Or Not? Why Recruiting the Right Employee is Better Than Recruiting AN Employee

Kelly joined RAS in 2011 as a job analysis and ergonomics specialist. She brings her unique background in occupational therapy to the world of workers' compensation in an effort to help employers better navigate their own injury prevention and management programs.



JONATHAN BURLISON
Administrator
Nebraska State Health Insurance Assistance Program (SHIP) & Senior Medicare Patrol (SMP)

HFMA SPEAKER

Nebraska Department of Insurance Roadshow

Jonathan Burlison serves as Administrator for the Nebraska SHIP & SMP (State Health Insurance Assistance Program and Senior Medicare Patrol), part of the Nebraska Department of Insurance. He has worked with the State of Nebraska for over 10 years, earning recognition for excellence in public service in 2015 and 2016. Jonathan joined SHIP & SMP in 2017 as Outreach Coordinator and Regional Representative, later stepping into the role of Administrator in May 2022. He serves on the National SHIP Steering Committee. Under his leadership, Nebraska SHIP & SMP continues to grow, helping Nebraskans with Medicare make well-informed health care decisions and protect themselves from fraud, errors, and abuse through unbiased education and counseling.



JP LAUTERBACH
Business Development
Sampson Construction Co., Inc.

Navigating the Challenges of Hospital Facility Improvements Utilizing the construction Management at Risk Delivery Method (PANEL)

With almost 30 years in the non-profit industry including C-suite positions and Development roles, JP understands the importance of open and transparent communication during the development and implementation of a new construction project. Owners and key stakeholders deserve the best opportunity to be fully informed and involved in all aspects of the project. JP has a great sense of what is important to focus on as project move through the development continuum from the Department of Geography and Anthropology at the University of Nebraska-Lincoln. Born in Santiago, Chile, he has been a U.S. citizen since 2008.



KIM SHADDUCK
Business Office Manager
Jefferson Community Health & Life Fairbury

HFMA SPEAKER

Revenue Cycle Provider (Panel)

Kim Shadduck serves as the Business Office Manager for Jefferson Community Health & Life in Fairbury, Nebraska. Her career in health care began in 2018 and has encompassed the entire Revenue Cycle. She first worked as a Front Office Clerk at The Fairbury Clinic, gaining experience in customer service, registration, scheduling, and coding before transitioning into clinic and RHC billing. During the 2020 pandemic, Kim played a vital role as the sole Patient Accounting SME and CPM SME for The Fairbury Clinic's Cerner EMR build project. In 2021, she was promoted to Business Office Manager, where she has since helped centralize billing across Hospital, Clinic/RHC, and Long-Term Care, strengthened the Revenue Cycle Action Team, and improved communication campus wide. Outside of work, Kim enjoys baking, reading, camping, and spending time with her family.



JUAN-PAULO RAMIREZ, PHD
Chief Data Strategist Nebraska Center for Nursing
Independent Consultant

HR SPEAKER

Nebraska Nursing Workforce: Trends, Challenges, & Opportunities

Juan-Paulo (JP) Ramírez is an independent consultant and sole owner of GIS and Human Dimensions, LLC, specializing in Geographic Information Systems (GIS), program evaluation, community health needs assessments (CHNAs) for local health departments, grant writing, infographics, and applications in behavioral health and human dimensions.

He has extensive experience in survey design, data collection, statistical analysis, logic models, data visualization, website design, and GIS. Since 2006, JP has served as Data Strategist for the Nebraska Center for Nursing, providing insights into nursing workforce trends and challenges across the state.

JP earned his Master's (2000) and Doctorate (2002) from the Department of Geography and Anthropology at the University of Nebraska-Lincoln. Born in Santiago, Chile, he has been a U.S. citizen since 2008.



KIMBERLY LAMMER
Partner
Baird Holm, LLP

Fix It, Disclose It, or Pretend It Didn't Happen. An Interactive Presentation for Hospital Executives

Kimberly A. Lammers provides legal counsel to health care clients, including multi-state health systems, academic medical centers, community hospitals, critical access hospitals, independent laboratories, pharmacies, and specialty providers, as well as organizations offering home-delivered meals and telehealth services. She brings over 25 years of experience exclusively in health care law, including more than a decade in-house for a multi-state health system, focusing on legal, compliance, and revenue cycle matters.

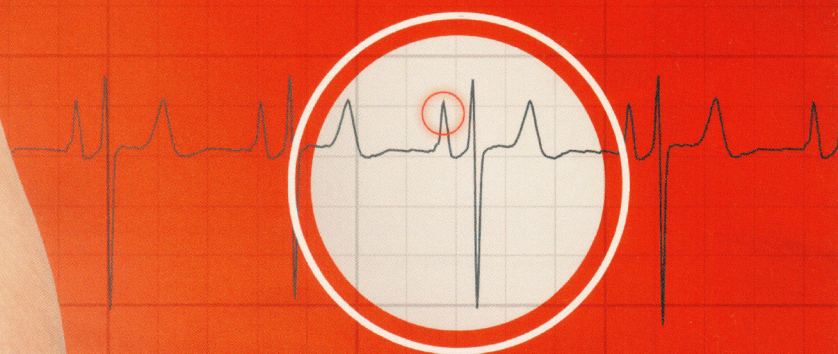
Kim specializes in regulatory compliance, Medicare and Medicaid reimbursement, and fraud and abuse laws. She is licensed in Iowa, Nebraska, South Dakota, and Wisconsin, and is a Certified Professional Coder through the American Academy of Professional Coders (AAPC) with ICD-10 proficiency. She is an active member of multiple state bar associations, the American Health Law Association, and the Iowa Society of Healthcare Attorneys.



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NHA Presenter Biographies (Cont.)



KRISTIN LINDGREN, JD

Associate Attorney
Baird Holm LLP

The Green & the Gray Area – Medical Marijuana in Nebraska

Kristin N. Lindgren is a member of the firm's Health Care practice group. She assists health care entities with all aspects of health care law, including regulatory, compliance, transactional, reimbursement, and provider investigation matters. Prior to joining the firm, she worked in health care administration and became familiar with the inner workings of large health care systems.

Kristin graduated from Creighton University School of Law in 2021, cum laude. While there, she served as vice president of the Health Law Student Association. Prior to law school, she graduated with a Master's degree in Health Care Administration and Policy from Bellevue University in 2017, and earned a Bachelor's degree in Health Care Administration and Policy from Creighton University in 2015.



LARA SWERCZEK, MBA

Vice President of Human Resources
Boone County Health Center

NHM SPEAKER

Accountability in Health care Settings: Empowering Individuals, Strengthening Teams, & Enhancing Outcomes

Lara dedicated 20 years to child welfare in Nebraska, most recently serving as a Regional Director overseeing operations and services across a 25-county region. She is currently the Vice President of Human Resources at Boone County Health Center. Lara's career has focused on policy, program development, child abuse prevention, recruitment, retention, and person-centered well-being. Passionate about creating positive change, Lara is committed to ensuring equitable opportunities for all. Her contributions have been recognized with honors such as DHHS Supervisor of the Year, the Serving People with Excellence award, and an appointment to Governor Mike Johanns' Committee on Operational Excellence. She holds a Bachelor's degree in Psychology from the University of Nebraska-Omaha, an MBA from UNL, and a certificate in HR management.



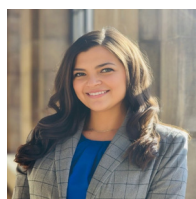
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MAGGIE REINERT

Life & Health Administrator
Nebraska Department of Insurance (DOI)

HFMA SPEAKER

Nebraska Department of Insurance Roadshow

Maggie Reinert is the Life and Health Administrator at the Nebraska Department of Insurance. She oversees the review of life and health insurance forms and rate filings submitted in Nebraska, ensuring compliance with state and federal laws, rules, and regulations. In collaboration with other divisions and the director of insurance, she evaluates life and health companies seeking licensure to operate in Nebraska and advises the director on related policy matters. Maggie implements Affordable Care Act initiatives and other health insurance reforms, supervises the external review process for denied claims, and manages the federal grants program. She also participates in public speaking engagements for consumers, health care professionals, and industry stakeholders across Nebraska, and serves on committees and task forces of the National Association of Insurance Commissioners. Maggie earned her degree in Communication Studies, with minors in Gerontology and Humanities in Medicine, from the University of Nebraska-Lincoln and has been with the Department since 2015.



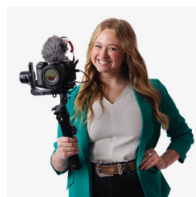
KRISTINE SANGER, BS, MT (ASCP), CHPCP

Project Coordinator & Educator
University of Nebraska Medical Center (UNMC) College
of Public Health (COPH), Center for Preparedness &
Emergency Response Solutions (CEPRS)

*Behavioral Threat Assessment Management: A Primer
on Violence Risks, Consequences, & Potential Solutions*

Ms. Sanger is the co-founder and Co-Director of the Association of Health Care Emergency Preparedness Professionals (AHEPP), an international organization supporting the professional development of health care emergency managers. She manages the day-to-day operations of the Association, including partner engagement with organizations such as ASPR, CMS, and the Joint Commission, member and vendor relations, marketing, web design, and coordination of all AHEPP programming. Kristi was instrumental in developing the first Professional Standards for health care emergency managers and the Healthcare Emergency Management Certification (HCEM).

Within the Center for Preparedness and Response Solutions, she provides expertise in facilitation, training and exercise plan development, disaster preparedness continuing education, conference coordination, and coalition building for health care and public health emergency managers. She is trained in Health Care Business Continuity through DRI International and is a Certified Health Care Provider Continuity Professional (CHPCP).



MADISON KREIFELS

Storyteller, Entrepreneur, & Founder
InfoFilm, LLC

NHM SPEAKER

Creating Content that Connects with Your Audience

Madison graduated from the University of Nebraska-Lincoln in May 2025 with a Bachelor's degree in Agricultural Leadership, Education, and Communication, with an emphasis in Entrepreneurship and Broadcasting. In fall 2023, she launched InfoFilm LLC, an agricultural communications business dedicated to helping companies enhance their storytelling and outreach. Specializing in content creation, Madison works with businesses across Nebraska and beyond to elevate their communication strategies and connect more effectively with their audiences.

**MARGARET WOEPPEL, MSN, RN CPHQ FACHE**

Chief Nursing & Informatics Officer
Nebraska Hospital Association (NHA)

Nebraska Hospitals Innovate to Provide Access to Behavioral Health Services (PANEL)

Margaret Woeppel MSN, RN, has been in health care for over 20 years. Margaret began her career as a floor nurse in the Emergency and Trauma Departments and as a flight nurse. Margaret is currently the Chief Nursing and Informatics Officer at the Nebraska Hospital Association. Margaret has spent the last decade working with hospitals throughout Nebraska on a broad range of data driven quality and performance improvement endeavors. Margaret served as past president of the Nebraska Rural Health Association and is a National Rural Health Association Rural Health Congress member. Margaret has co-authored NRHA policy paper, "The Impact of Swing Beds", 2016 and "Palliative Care; Policy Brief", 2018. She has earned a master's degree, post-master's certificate and is a Certified Professional in Healthcare Quality. Margaret is also a Fellow of the American College of Healthcare Executives.

**MARTIN SWANSON**

Deputy Director and General Counsel
Nebraska Department of Insurance (DOI)

HFMA SPEAKER

Nebraska Department of Insurance Roadshow

Martin Swanson has been with the Nebraska Department of Insurance for over twenty years, currently serving as Deputy Director and General Counsel. At the NAIC, he has participated in numerous working groups, task forces and other committees at the National Association of Insurance Commissioners and is currently the chair of the Improper Marketing of Health Plans working group at the NAIC. Previously, Martin served as an Assistant Attorney General with the State of Nebraska, a Deputy County Attorney in Platte County, Nebraska and taught prosecutors at the New York Prosecutor Training Institute in Albany, NY. He also was the first Nebraskan selected by the National Association of Attorneys General to serve as a United States Supreme Court Fellow at the U.S. Supreme Court. Martin graduated from Creighton University in 1992 and from Creighton University School of Law in 1995.

**MEGHAN CHAFFEE, JD**

Chief Advocacy & Legal Officer
Nebraska Hospital Association (NHA)

NHA State & Federal Policy Update

Meghan Chaffee serves as Chief Advocacy & Legal Officer at Nebraska Hospital Association (NHA), overseeing advocacy and legal efforts for the organization. In her role, Meghan provides daily analysis and guidance on policy matters, working collaboratively with stakeholders and elected officials to advocate on behalf of Nebraska's hospitals. She plays a key role in developing and recommending policies and positions related to relevant state and federal initiatives.

Before joining NHA, Meghan held the position of Chief Legal Counsel at CynchHealth. With twelve years of experience in legal, health care, and policy industries, Meghan brings a wealth of expertise to her role. She is also a member of the Nebraska State Bar Association.

Meghan earned her Bachelor of Arts in Political Science and Philosophy from Simpson College and her Juris Doctor from the University of Nebraska College of Law. Her educational background and professional experience equip her to navigate the complex political landscape of health care and policy.

**MICHAEL BROWN, CRCR, CHFP**

Director
RSM US LLP

Revenue Cycle & Operational Performance Improvement

Michael Brown is a versatile health care leader with 25+ years of experience providing strategic, operational, and technical transformation leadership across many sectors of health care delivery organizations including Academic, Multi-Facility Health Systems, National Health Care Systems, Federally Qualified Health Systems, Independent Provider Associations, Home Health, and Dental Service Providers.

Through these partnerships, Michael has helped organizations realize an average of 15-25% net improvements to income statement and balance sheet financials through the development and execution of margin improvement strategies including process standardization, education and training, technical ecosystem optimization, denial avoidance and revenue cycle automation.

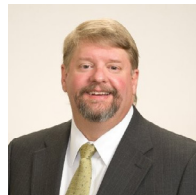
**MICHAEL HAAS, MBA, CPC**

Director of Health Care Senior Analyst
RSM US LLP

Revenue Cycle & Operational Performance Improvement

Michael has extensive experience implementing technology solutions within health care, specializing in digital transformation that enhances revenue cycle outcomes and operational efficiency. He has a proven track record of integrating innovative health technologies, ensuring seamless adoption while maintaining compliance with industry regulations. Michael also leads AI ideation workshops, helping cross-functional teams identify and develop impactful AI use cases to address complex health care challenges.

He delivers solutions in technology, process improvement, revenue cycle, client software application training, and project management, primarily working with large, integrated delivery health systems, behavioral health and community organizations, community hospitals, FQHCs, clinics, and physician practices. Michael's deep understanding of the health care industry's complexities allows him to design solutions that drive value, improve operational performance, and accelerate innovation.

**MIKE FEAGLER, FHFMA**

Vice President of Medicaid Administration
Nebraska Hospital Association (NHA)

Nebraska Medicaid State Directed Payment Program – A Comprehensive Look

Mike Feagler joined the NHA in April 2017 after 30+ years working in hospital finance. Since joining the NHA, Mike has been responsible for financial policy advocacy and as well as the financial operations of the association. Beginning in August, Mike has taken on the role Vice President of Medicaid Administration which includes oversight of the Medicaid Directed Payment Program. Mike received a Master's of Business Administration in 2013 from the University of Wyoming.

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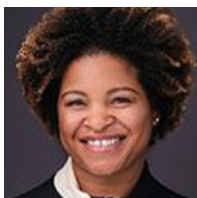
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NHA Presenter Biographies (Cont.)



NATALIE D. LAMBERTON, FACHE

Leading Principle
NDL Holdings

ACHE SPEAKER

A Field Guide for the Emerging Health Care Leader

Natalie D. Lamberton, FACHE, is currently the leading principle at NDL Holdings. She has spent the last 15 years of her career as a CEO and COO in rural, urban and suburban hospitals in acute, post-acute and behavioral health care. She specializes in hospital operations, survey readiness, new and renovation hospital construction and leadership development, building teams, organization transformation, business development and community and physician relations. Lamberton is passionate about equipping the next generation of leaders with the tools for success as she lectures at several health administration graduate programs around the country. Lamberton wrote "Rebounding from Stressful Situations" in the July 2022 edition of Healthcare Executive Magazine and has written two editions of The Emerging Healthcare Leader: A Field Guide, published by ACHE Learn. Lamberton is board certified in health care management as a Fellow of ACHE (FACHE®) and serves as lead faculty for the ACHE Executive Program and co-lead faculty for the Virtual Leadership Development Program. She is also faculty for the ACHE seminar The Emerging Healthcare Leader: A Field Guide. Lamberton holds a master's degree in business and health administration from the University of Colorado at Denver and molecular biology and US history degrees from the University of New Mexico.



PATTI ARTLEY, DNP, RN, CPN, NEA-BS

Chief Nursing Officer
Medical Solutions

HR SPEAKER

Workforce Wellness: Effective Approaches to Foster Well-being & Retention in Health Care

With more than 35 years of nursing experience, Patti oversees Medical Solutions' Clinical and Performance Management teams, partnering with Chief Nursing Officers from health care facilities to address clinical staffing needs. Before joining Medical Solutions, she served as Chief Nursing Officer at the Medical University of South Carolina (MUSC), where she also holds an affiliate assistant professor role.

Patti has received the Senior Leader Award for Solutions for Patient Safety, the 2022 Excellence in Interprofessional Education and Collaborative Practice Award for the MUSC Health System, and multiple nursing leadership awards. She serves on the board of Ronald McDonald House Charities and was a member of the executive committee for the American Heart Ball in Charleston.

She earned her Bachelor's and Master of Science in Nursing from Pennsylvania State University and a Doctorate in Nursing Practice, Nurse Executive, from Old Dominion University. Patti maintains certification as a pediatric nurse and advanced nurse executive.



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NHA Presenter Biographies (Cont.)



PAULA KIES

Vice President of Network Management
Molina Healthcare of Nebraska

HFMA SPEAKER
Payor (Panel)

Paula Kies currently serves as Vice President of Network Management at Molina Healthcare of Nebraska, a role she has held since June 2024. She brings over 30 years of health care experience, spanning both provider and payer settings. Paula began her career on the provider side, spending 15 years managing accounts receivable functions with a focus on home health and oncology services. Over the past 15 years, she has transitioned to the payer side, where she has held progressive leadership roles in Network Management. Her areas of expertise include provider relations, contracting, value-based care initiatives, and enterprise transformation—with a strong emphasis on Managed Medicaid programs. Her dual perspective across the health care continuum supports her strategic approach to financial and operational performance within complex delivery systems.



RYAN ANDERSON

Director of Data & Analytics
Nebraska Hospital Association (NHA)

The 15-Minute Market Analysis: Using Dimensions to Save Time & Gain Insight

Ryan has over a decade of experience transforming complex data into compelling insights for decision-makers. As a Principal Analyst for the California Legislature, he led forecasting work during the COVID-19 crisis that directly influenced multi-billion-dollar budget decisions. At the California Hospital Association, his analysis of discharge delays helped prompt a landmark lawsuit against the state's largest insurer. Now with the Nebraska Hospital Association, he works with hospital leaders to uncover actionable trends in patient care, workforce, and market dynamics—helping one of the nation's most community-focused systems grow stronger through data.



SCOTT MOORE, JD

Partner
Baird Holm LLP

The Green & the Gray Area – Medical Marijuana in Nebraska

HR SPEAKER
Nebraska Employment Law Updates & Trends

Scott S. Moore is a distinguished labor and employment attorney who has represented employers nationwide in labor relations, workplace policies, immigration, safety, investigations, and employment claims defense. A 1992 graduate of the University of Nebraska College of Law (with high distinction), he is a Fellow of The College of Labor and Employment Lawyers, an honor awarded through rigorous peer selection. Recognized repeatedly in The Best Lawyers in America® across employment, immigration, and labor law, Scott has earned multiple "Lawyer of the Year" titles and is listed in Great Plains Super Lawyers, Chambers USA, and holds an "AV" rating from Martindale-Hubbell. He founded the Best Places to Work in Omaha initiative and serves on the Nebraska State Chamber of Commerce & Industry Board of Directors. His past leadership roles include Special Assistant Attorney General, Nebraska State Chamber committee chair, and chair of the Nebraska State Bar Association's Labor and Employment Section.



PETE UHING, PE, WELL AP

Associate Principal of Mechanical Engineer
Clark & Enersen

Navigating the Challenges of Hospital Facility Improvements Utilizing the Construction Management at Risk Delivery Method (PANEL)

Pete is an Associate Principal for Clark & Enersen, and a mechanical engineer with more than 10 years of experience. Throughout his career, he has specialized in HVAC systems design, plumbing and specialty piping systems design, hydronic systems design, specifications writing, control sequence design, cost estimating, and field investigation. His health care experience includes projects for the University of Nebraska Medical Center, North Central Kansas Medical Center, and Great Plains Health. Pete is a WELL Accredited professional and collaborates with owners to design systems that enhance human health and well-being.



DR. RANDA ZALMAN

Associate Professor of Graduate Marketing & MBA
Director
Bellevue University

NHM SPEAKER
Beyond the Boost: Meta Ads Mastery for Health Care

Randa Zalman is an Associate Professor and MBA Director at Bellevue University, bringing over 20 years of experience as a marketing professional, agency principal, and entrepreneur. She specializes in managing projects that combine branding, media, digital, print, and public relations, with a focus on regulated industries and strategic social media use. Randa contributed to drafting model compliance guidelines for the insurance industry and has been a featured speaker at conferences worldwide. She also volunteers as a mentor for Bellevue University's Pratt Entrepreneurial Program and hosts the long-running webinar series Social Media Saturdays. Randa's work has earned numerous accolades, including Ad Pro of the Year (AAF Omaha), Marketer of the Year (AMA), and the Chapter Excellence Award (PRSA Nebraska). She holds a BA in Communication Studies and Public Relations (University of Nebraska–Lincoln), an MA in Communication Studies (University of Nebraska–Omaha), and a doctorate from Saint Leo University.



SEAN WOLFE

Chief Financial Officer
Community Hospital McCook

HFMA SPEAKER
Revenue Cycle Provider (Panel)

Sean Wolfe, Chief Financial Officer of Community Hospital in McCook NE. Sean joined Community Hospital's staff on July 28, 2008, as Corporate Controller and was promoted to CFO in 2016. He is a Fellow of the Healthcare Financial Management Association (HFHMA) and a Past President of the Nebraska Chapter of HFMA.

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SHELLY CASSIDY

Vice President of Revenue Cycle Services
ruralMED

HFMA SPEAKER

Denials to Dollars: Real Strategies That Work

Shelly is the Vice President of Revenue Cycle Services at ruralMED Management Resources. She brings a remarkable level of experience and energy to the Revenue Cycle arena. She found success in elevating revenue cycle performance early in her career and now has a deep desire to help others achieve the highest level of excellence. Her insight and vast experience support organizations to maximize cash flow by sharing best practices, guiding teams, and finding efficiencies within the revenue cycle process. Shelly has a passion for mentoring, training, and coaching for both Revenue Cycle and overall leadership development.



STUART JOHNSON

Vice President
Sampson Construction Co., Inc.

*Navigating the Challenges of Hospital Facility
Improvements Utilizing the construction
Management at Risk Delivery Method (PANEL)*

As Vice President, Stuart Johnson provides executive leadership to ensure the success of every project. Serving Sampson Construction for more than 23 years, he oversees pre-construction, construction, scheduling, and budgeting, guiding teams through a seamless transition from design to completion. With a proven record of fostering collaboration among project partners, Stuart's leadership consistently results in efficient coordination, effective phasing, and successful project delivery. He brings specialized expertise in health care construction. Stuart's strategic approach ensures each project meets client goals while supporting the broader needs of patients, staff, and the communities we serve.



THOMAS JANOUSEK, PSYD

Director of Division of Behavioral Health
State of Nebraska

*The Acute Stay Continuum: Prevention, Treatment,
& Discharge*

Dr. Thomas Janousek is a licensed psychologist and Director of the Division of Behavioral Health for the state of Nebraska. He oversees the Lincoln and Norfolk Regional Centers and statewide behavioral health initiatives, including 988, the no-cost Naloxone Program, and services for individuals without insurance. In his clinical practice, Dr. Janousek has worked with multiple state and private institutions, conducting assessments of individuals at risk for violence, substance abuse, misconduct, and mental health disorders. He also served as a Neuropsychologist at Madonna Rehabilitation Hospitals, specializing in the evaluation of neurocognitive disorders such as dementia, traumatic brain injury, and stroke recovery.

In administration, he served as Vice President of Quality and Compliance for Burrell Behavioral Health, overseeing quality improvement, compliance operations, risk management, and the organization's electronic health record, contributing to enhanced health care outcomes across the system.

NHA Presenter Biographies (Cont.)

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TRAVIS GENTRY
Chief Executive Officer
Hyve Health

HFMA SPEAKER

The Power in Numbers: Holding Payers Accountable with Data

Travis Gentry pioneered patient estimation in 2004 and sold the company to TransUnion Health Care (now FinThrive) in 2011. He continues to innovate in health care as CEO of Hyve Health, providing three platforms: Vitality Payer Scorecard, a patent-pending solution using aggregated, de-identified claims and remit data to help hospitals hold payers accountable; INSIGHT CMS Price Transparency, which helps hospitals meet CMS Price Transparency requirements through a 300 shoppable services website and machine-readable files; and the Hyve GFE Exchange, a patent-pending solution that enables providers to efficiently collaborate and create Good Faith Estimates for No Surprise Billing. Travis holds a BS in Electrical Engineering and an MBA, and his master's thesis on Neural Networks laid the foundation for Artificial Intelligence and Machine Learning. Born in Nebraska, raised in Wyoming, he lives in Denver with his wife of over 30 years and three children, enjoying the mountains, camping, and fly fishing.



TIM JOHNSON, MBA
Chief Financial Officer
Nebraska Hospital Association (NHA)

*Maximizing Revenue Cycle Operations
Nebraska Medicaid State Directed Payment
Program – A Comprehensive Look
Revenue Cycle & Operational Performance
Improvement*

With over 35 years of dedicated health care management and advisory experience, Tim serves as the Chief Financial Officer for the Nebraska Hospital Association. His professional background includes wide-ranging audit & advisory roles for industry-leading organizations such as KPMG, Deloitte Consulting, and Cerner Information Systems. He has also held senior management positions within multiple health systems and physician practices, including SCL Health and LifeLinc Anesthesia.

Over the course of his career, Tim's primary focus areas have included hospital operational transformation, revenue cycle enhancement, health care IT application development and CMS billing compliance. He has previously worked with over 300 hospitals across the U.S. and internationally, including multiple Critical Access Hospitals and health systems in Nebraska.



WILLIAM POKOJSKI, AIA, NCARB
Associate & Architect
Clark & Enersen

*Navigating the Challenges of Hospital Facility
Improvements Utilizing the Construction
Management at Risk Delivery Method (PANEL)*

William is an Associate for Clark & Enersen, and an architect with five years of experience in planning and design of health care and laboratory facilities. His experience includes renovations, additions, and new builds for CenterPointe, Oklahoma State University Medical Center, Texas Tech Health Sciences, University of Michigan, and the Montana State Health Laboratory. William serves an integral role in our health care projects, collaborating with stakeholders to balance form, quality, and functionality with the desires and needs of users. He also has experience coordinating complex renovation projects that require alignment with processes, guidelines, and codes of the Authority Having Jurisdiction and the Department of Health and Human Services.



TJ SCHIRMER, PE, LEED AP
Senior Principal, Director of Engineering, Electrical
Engineer
Clark & Enersen

*Navigating the Challenges of Hospital Facility
Improvements Utilizing the Construction
Management at Risk Delivery Method (PANEL)*

T.J. is a Senior Principal and Director of Engineering for Clark & Enersen, bringing more than 30 years of experience. Throughout his tenure, he has led the planning and design of electrical systems for a wide range of health care projects across the Midwest, including projects for Great Plains Health, North Central Kansas Medical Center, Tri-County Health, University of Nebraska Medical Center, Sedgwick County Memorial Hospital, St. Elizabeth Regional Medical Center, Lincoln-Lancaster County Health Department, and Health 360. His extensive experience has given him a deep expertise in developing highly functional, energy-efficient, and easy-to-maintain electrical systems tailored specifically for health care environments.

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Mike DeLanie

Vice President, Business Partnerships, NHA Services, Inc.

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Job Posting Site
nhajoblink.org



NHA CONNECTIVITY CONSORTIUM
Financial Solutions
fedfunding.net



NHA BENEFITS POWERED BY USI
Property and Casualty, Employee Benefits, Personal Risk, Program & Retirement Solutions
usi.com



PYA
Health Care Compliance
pyapc.com



SYMPHONY WORKFORCE
Educational, Workforce Solutions
symphonyworkforce.org



UNANIMOUS
Branding, Marketing & Web Design
beunanimous.com



VERIFIED CREDENTIALS
Background Screening
verifiedcredentials.com

Affiliate Members

PLATINUM AFFILIATE MEMBERS

Medical Solutions
USI Insurance Services

GOLD AFFILIATE MEMBERS

Blue Cross Blue Shield of Nebraska
Flood Communications

SILVER AFFILIATE MEMBERS

COPIC
Sampson Construction

BRONZE AFFILIATE MEMBERS

3G Companies
AblePay
Aligned Providers Wyoming
Altus Architectural Studios
Amergis Healthcare Staffing
Avel eCare
Bamboo Health
BD Construction, Inc.
Beckenhauer Construction, Inc.
BWBR Architects
ChartSpan
ClaraPrice, Inc.
Cline Williams Law Firm
CloudWave
CMBA Architects
Community Hospital Consulting
Corpay
Credit Management Services, Inc.
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Darland Construction Co.
Eide Bailly LLP
Emergent Architecture
Federal Funding Group
Five Nines
FNIC
Fusion Medical Staffing
Hamilton Information Systems
HAPevolve
Hausmann Construction, Inc.
InReach/Inspire Rehabilitation
IP Pathways
Jackson Physician Search
JE Dunn Construction
LEO A DALY
Lutz
MCAG
Marsh McLennan Agency
MCL Construction
Molina Healthcare Nebraska
Murray Company
MyVitalz, Inc.
Nebraska Total Care
The Olson Group
One Source The Background Check Co.
Psychiatric Medical Care
PYA, P.C.
ruralMED Management Resources
SlicedHealth
Triage LLC d/b/a Triage Plus
UNANIMOUS
Union Bank & Trust
UnitedHealthcare
Valley Hope
Verified Credentials
VersaBadge

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Dohman, Akerlund & Eddy, LLC
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ECC - Electronic Contracting Co.
Electronic Sound, Inc.
Evident
Forvis Mazars
General Collection Co.
Great Plains Communications
Health Partners Management Group, Inc.
Intellicom
Latitude Signage & Design
Live On Nebraska
MedPro Group
Medi-Waste Disposal
Nebraska Chiropractic Physicians Association
Pathway Design Group
Prairie Health Ventures
Purdue Global
RDG Planning & Design
RehabVisions
Regional Care, Inc.
Risk Administration Services (RAS)
Ryder Rosacker McCue & Huston
TruBridge

PATRON ADVANCED

Nebraska Association of Nurse Anesthetists

2025 Exhibitors

3G Companies

AblePay

Altus Architectural Studios

Amergis Healthcare Staffing

American Red Cross

APW

Avel eCare

Azalea Health

Bardy Diagnostics, Baxter

BD Construction, Inc.

Beckenhauer Construction, Inc.

Bio-Electronics

Blue Cross Blue Shield of Nebraska

BWBR Architects

ChartSpan

Chief Construction

ClaraPrice, Inc.

Clarkson College

CloudWave

CMBA Architects

Community Hospital Consulting

Copic

Corpay

Credit Management Services, Inc.

Critical Marketing

CyncHealth

Darland Construction Co.

Davis Design

Docs Who Care

ECC

Electronic Sound

Emergent Architecture

Five Nines

FNIC

Forvis

Fusion Medical Staffing

General Collection Co.

Hamilton Business Solutions

Hamilton Business Solutions

Hausmann Construction, Inc.

Health Partners Management Group

InReach

IP Pathways

Jackson Physician Search

JE Dunn Construction

Latitude Signage + Design

LEO A DALY

Lutz

Magnet Solutions

Marsh McLennan Agency

MCAG

Medical Solutions

MEDITECH

MedPro Group

Molina Healthcare Nebraska

Murray Company

MyVitalz, Inc.

Nebraska Chiropractic Physician Association

Nebraska Medicine

Nebraska Total Care

NHA Connectivity Consortium

Northland/FNBO

Omnify

Prime Workforce Solutions

Psychiatric Medical Care

RAS - Risk Administration Services

RehabVisions

ruralMED Management Resources

Ryder Rosacker McCue & Huston

Sampson Construction

See the Trainer

SlicedHealth

The Hauge Group

The Olson Group

Triage LLC d/b/a Triage Plus

TruBridge

UMB Bank

UNANIMOUS

Union Bank & Trust

UnitedHealthcare

University of Nebraska Medical Center

UNMC College of Nursing

UNO College of Business

US Neuro

USI Insurance Services

Valley Hope

Verified Credentials

VersaBadge

Waystar

Member Hospitals & Health Systems

Annie Jeffrey Memorial County Health Center
Antelope Memorial Hospital
Avera Creighton Hospital
Avera St. Anthony's Hospital
Beatrice Community Hospital & Health Center
Boone County Health Center
Box Butte General Hospital
Boys Town National Research Hospital
Brodstone HealthCare
Brown County Hospital
Bryan Health
Bryan Medical Center
Butler County Health
Callaway District Hospital
Chadron Community Hospital & Health Services
Chase County Community Hospital
Cherry County Hospital
Chi Health
CHI Health CUMC - Bergan Mercy
CHI Health Good Samaritan
CHI Health Immanuel
CHI Health Lakeside
CHI Health Midlands
CHI Health Nebraska Heart
CHI Health Plainview
CHI Health Schuyler
CHI Health St. Elizabeth
CHI Health St. Francis
CHI Health St. Mary's
Children's Nebraska
Columbus Community Hospital
Community Hospital
Community Medical Center, Inc.
Cozad Community Health System
Crete Area Medical Center
Dundy County Hospital
Faith Regional Health Services
Fillmore County Hospital
Franciscan Health Care
Franklin County Memorial Hospital
Friend Community HealthCare System
Garden County Health Services
Genoa Medical Facilities
Gordon Memorial Health Services
Gothenburg Health
Grand Island Regional Medical Center
Great Plains Health
Harlan County Health System

Henderson Health Care
Howard County Medical Center
Jefferson Community Health & Life
Jennie M. Melham Memorial Medical Center
Johnson County Hospital
Kearney County Health Services
Kearney Regional Medical Center
Kimball Health Services
Lexington Regional Health Center
Madonna Rehabilitation Hospitals - Lincoln
Madonna Rehabilitation Hospitals - Omaha
Mary Lanning HealthCare
Memorial Community Health
Memorial Community Hospital & Health System
Memorial Health Care Systems
Merrick Medical Center
Methodist Fremont Health
Methodist Health System
Methodist Hospital
Methodist Women's Hospital
Morrill County Community Hospital
Nebraska Medicine - Bellevue Medical Center
Nebraska Medicine - Nebraska Medical Center
Nebraska Spine Hospital
Nemaha County Hospital
Niobrara Valley Hospital
Ogallala Community Hospital
OrthoNebraska
Osmond General Hospital
Pawnee County Memorial Hospital
Pender Community Hospital
Perkins County Health Services
Phelps Memorial Health Center
Providence Medical Center
Regional West Health Services
Rock County Hospital
Saunders Medical Center
Select Specialty Hospital
Sidney Regional Medical Center
Syracuse Area Health
Thayer County Health Services
Tri Valley Health System
Twelve Clans Unity Hospital
Valley County Health System
Webster County Community Hospital
West Holt Medical Services
York General