



# Nebraska

## 2025 RURAL HEALTH CONFERENCE



### RURAL HEALTH CLINIC TRACK

#### Monday, June 9

1:00 P.M. - 4:00 P.M.

**PRE-CONFERENCE SESSION | STRATEGIES TO ADDRESS BYPASS AND SHIFT PERCEPTIONS THAT CONTRIBUTE TO OUTMIGRATION**  
Michelle Rathman | CEO, Impact! Communications, Inc.

4:00 P.M. - 6:00 P.M.

**WELCOME RECEPTION**

#### Tuesday, June 10

8:30 A.M. - 8:45 A.M.

**OPENING REMARKS**  
Jed Hansen | Executive Director, NeRHA  
Jeremy Nordquist | President, NHA

8:45 A.M. - 9:30 A.M.

**WORKING HARD AND BEING BROKE IN THE RICHEST COUNTRY IN THE WORLD**  
Sarah Smarsh, Author

9:30 A.M. - 10:00 A.M.

**SPONSOR BREAK & NETWORKING**

10:00 A.M. - 11:00 A.M.

**BEST PRACTICES CHECKLIST – FINANCIAL PERFORMANCE (PART 1)**  
Rob Bloom, CPA | Principal, Wintergreen

11:00 A.M. - 11:15 P.M.

**BREAK**

11:15 A.M. - 12:00 P.M.

**SAY IT AIN'T SO . . . WHAT A SMALL CRITICAL ACCESS HOSPITAL IN COLORADO DISCOVERED WHEN IT DUG THROUGH THE DATA**  
Kevin Stansbury, MS, JD, FACHE | Chief Executive Officer, Lincoln Community Hospital and Care Center

12:00 P.M. - 1:00 P.M.

**LUNCH & AWARDS**

1:00 P.M. - 1:30 P.M.

**SPONSOR BREAK**

1:30 P.M. - 3:00 P.M.

**RURAL HEALTH CLINIC COMPLIANCE & EMERGENCY PREPAREDNESS UPDATE**  
Kate Hill, RN | VP Rural Health, The Compliance Team

3:00 P.M. - 3:45 P.M.

**RURAL HEALTH CLINIC CARE COORDINATION AS A STRATEGIC INITIATIVE**  
Nicole Thorell, RN, MSN, FNP-C | Senior Consultant, Wintergreen

3:45 P.M. - 4:00 P.M.

**BREAK**

4:00 P.M. - 5:00 P.M.

**SPONSOR RECEPTION**

5:00 P.M. - 6:30 P.M.

**NHAPAC RECEPTION**

#### Wednesday, June 11

8:30 A.M. - 9:15 A.M.

**RURAL ROADMAP & RURAL ADVOCACY UPDATES**  
Jed Hansen, Executive Director, NeRHA  
Jeremy Nordquist, President, NHA

9:15 A.M. - 9:30 A.M.

**BREAK**

9:30 A.M. - 10:30 A.M.

**RURAL HEALTH CLINIC BEST PRACTICE CHECKLIST – OPERATIONAL PERFORMANCE (PART 2)**  
Rob Bloom, CPA | Principal, Wintergreen  
Nicole Thorell, RN, MSN, FNP-C | Senior Consultant, Wintergreen

10:45 A.M. - 11:15 A.M.

**BREAKOUT SESSIONS**

**OPTION 1**

Medicaid Policy Update

**OPTION 2**

SHIP Update

11:15 A.M. - 12:00 P.M.

**BUILDING TEAMS IN A TIME OF CHANGE: LEADERSHIP LESSONS FROM THE LOCKER ROOM**  
Fred Hoiberg, Head Coach (Men's Basketball), University of Nebraska

*\* Pre-Conference session is available as an optional add-on  
\* Welcome Reception is open to ALL Rural Health Conference attendees*