

## American College of Healthcare Executives of Nebraska & Western Iowa

**WEDNESDAY, OCTOBER 25**

10:30 a.m. – 5:00 p.m.

### **Possibilities, Probabilities and Creative Solutions: Breakthrough Thinking for Complex Environments**

Presenter: Kevin E. O'Connor, CSP, Consultant - Kevin E. O'Connor & Associates, Ltd.

Go beyond traditional methods of problem solving to generate new ideas. In order to go beyond traditional methods of problem solving and generate new ideas, leaders must facilitate, inspire and coordinate their team and reach past creativity to sustainable innovation. This interactive, dynamic and eminently practical course will equip you with content, processes and facilitative skills. You will learn how to:

- Think beyond the “here and now”, and focus on better and more future-oriented outcomes – and help your team to do so also.
- Stop trying to solve new problems with the same old approaches and recognize the obvious moves forward, as well as the subtle ones.
- Realize better bottom-line results with breakthrough strategies that incorporate innovation and creativity – with your team as it is now formed.
- Techniques to anticipate and overcome roadblocks, objections and those who say, “We can’t do that.”
- Stop (or start) a “runaway train” at your organization before it becomes a bigger problem.
- Create strategies to improve your team’s confident performance as they seek new and innovative strategies.

ACHE Face-to-Face Education credits assigned to this seminar is **6.0 hours**.

**Kevin O'Connor** is a consultant, professional speaker and an author who works with medical and health care professionals who have been promoted to lead teams of their fellow professionals. He facilitates programs on communication, leadership and creativity, especially with medical and pharmaceutical teams. He co-authored with Cyndi Maxey, CSP the books “Present Like A Pro: A Field Guide to Mastering the Art of Business, Professional, and Public Speaking” (St. Martin’s Press) and “Speak Up: A Woman’s Guide to Presenting Like A Pro” also published by St. Martin’s. He is currently working on a blog and a book devoted to finding influence with those colleagues who are not direct reports.

**THURSDAY, OCTOBER 26**

7:00 – 8:30 a.m.

### **ACHE of Nebraska & Western Iowa Networking Breakfast & Annual Meeting**

*A Strategic Approach to Workforce Service Delivery: Connecting Individuals to Healthcare Career Pathways and other High-Demand Industry Sectors*

Presenters: Keith Station & Krystal Frost - Heartland Workforce Solutions

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

thought” to start your day. Keith Station and Krystal Frost from Heartland Workforce Solutions present. Member recognition and chapter awards will also be presented.

**Heartland Workforce Solutions** is a non-profit organization made up of agencies from both the private and public sectors, dedicated to expanding employment opportunities for job seekers and employers. The organization not only focuses on the individual worker, but also the employer, striving to make the process of connecting, more efficient, accessible and user-friendly. The goal of the organization is to help job seekers get prepared for employment and to help businesses find qualified candidates.

**Keith Station** currently serves as Director of Business Relations at Heartland Workforce Solutions. His primary focus is to lead the strategic business engagement efforts for the local workforce investment board that serves Douglas, Sarpy and Washington Counties. He also helps to lead the development and execution of local Work Ready Communities Initiative, in partnership with ACT, for Douglas County and the Greater Omaha area. Mr. Station holds a master’s degree from Indiana University, and B.S. in business administration/marketing from the University of Nebraska - Lincoln. He can be reached at [kstation@hws-ne.org](mailto:kstation@hws-ne.org) or (402) 934-2283.

**Krystal Frost** is the Business Service Coordinator with Heartland Workforce Solutions. Her current role allows her to bring innovation to workforce and help to lead an initiative Career Readiness to Eliminate Disparities. This initiative helps those in high poverty/unemployment areas certify their skills to achieve gainful employment. She also serves as Project Manager for the Heartland Work Ready Communities Initiative. The Heartland Work Ready Communities initiative is one where the supply of National Career Readiness Certificates earned by individuals is matched with a demand for the National Career Readiness Certificate from employers who either recognize or recommend the credential. She can be reached at [kfrost@hws-ne.org](mailto:kfrost@hws-ne.org) or (402) 934-2351.



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## Healthcare Financial Management Association (HFMA) Nebraska Chapter

### WEDNESDAY, OCTOBER 25

9:00 – 10:00 a.m.

**NHA Opening Keynote:** Modern Medicine's Transparency Revolution - Dr. Marty Makary

10:30 a.m. – 12:00 p.m.

#### **Commercial Payer Panel**

Presenters: Patti Grozdanich, Vice President, Network Management - UnitedHealthcare; Jay McLaren, Vice President of Public Policy and Government Relations - Medica; Greta Vaught, President & CEO - Midlands Choice, Inc.; Dave Wirka, Director of Reimbursement Strategy - Blue Cross & Blue Shield of Nebraska

The health care insurance market is changing rapidly with new demands on the payers, providers and employers. Join our Nebraska Commercial Payers for a discussion of the current environment, both state and national, as well as their view of the future.

1:15 – 3:00 p.m.

**Cybersecurity Threats: What Is It and What Can Hospitals With Limited Resources Do To Prevent It? Cybersecurity Insurance: What Does It Mean, Where Do You Get It and Is It Worth the Price? Managing IT Costs Internally: How Do You Manage Costs and Still Get What You Need?**

Presenters: Paul Hughes - Unico Group; Scott Kroeger - Lutz and Rick Jeffries - Cline Williams Wright Johnson & Oldfather LLP

Health care providers have been at the forefront of privacy law in the U.S., and they've also been at the leading edge of sophisticated cyber attacks. The sensitive personal and financial information providers must accumulate represents a rich target for online crime and insider threat. The presenters represent three professional disciplines in the fight against cyber crime: Law, technology and insurance. Attendees will leave this session with key questions to discuss with their information technology teams and vendors, risk mitigations they can undertake now, and a sense of the current threats and what to do about them.

3:00 – 4:00 p.m.

#### **Compliant Coding, Billing and EHR Documentation**

Presenter: Cynthia Swanson - Seim Johnson

During her presentation, Ms. Swanson will discuss:

- Ongoing and effective compliance management including recent developments
- Tips on monitoring – identifying risk areas and considerations
- Tools, resources and best practices
- Other issues and open discussion

4:00 – 5:00 p.m.

#### **NHA Federal and State Legislative Update**

Presenters: NHA's Mike Feagler, Vice President, Finance & NHA's Andy Hale, Vice President, Advocacy

To say there is uncertainty in the state and federal health care marketplace is an understatement. Mr. Feagler and Mr. Hale will provide an update on the status of federal and state legislative priorities.

### THURSDAY, OCTOBER 26

9:00 – 10:00 a.m.

**NHA Keynote Session 2:** Advocating for the Patient: Using My Story to Improve Patient Safety - Regina Holliday

10:30 – 11:45 a.m.

#### **Update From the Washington Beltway**

Presenter: Paul Muraca - American Hospital Association

The activities of legislators and policymakers in Washington, DC, have never before had a more profound impact on health care and how hospitals deliver care to patients than they do today. Mr. Muraca will provide the latest details and key public issues being discussed at the federal level and the potential effect it might have on the nation's health care delivery system. In addition, Mr. Muraca will share other key priorities and decision points that Congress has made or will make in the coming months.

1:00 – 3:00 p.m.

#### **The Tax Man Cometh...Perspectives on Recent IRS 501(r) Audits**

Presenters: Barb Fajen & Wendy Cooley - Seim Johnson; Andy Kloeckner - Baird Holm

The IRS is required to review each hospital's Schedule H of the Form 990 at least once every three years. Those reviews have led to active 501(r) audits of hospitals. The IRS is also actively auditing "dual status" governmental hospitals even though many do not file 990s. This program will focus on hot button issues hospitals have faced in the midst of these audits related to financial assistance policies and community health needs assessments and will provide attendees with key takeaways to ensure that when "The tax man cometh..." they are prepared to respond.

3:15 – 4:45 p.m.

#### **Physician Recruitment Panel**

Recruiting physicians to our hospitals is a challenge regardless of the size of the hospitals. A panel of Physician Recruiters from our member hospitals will discuss the issues related to recruitment and retention of physicians.





## Healthcare Financial Management Association (HFMA) Nebraska Chapter

### FRIDAY, OCTOBER 27

8:30 – 9:30 a.m.

#### Accounting Update

Presenter: Paul Baumert - Lutz

Business as usual isn't usual any more. During this session, Mr. Baumert will provide an update on the regulatory changes in the accounting environment.

9:30 – 10:15 a.m.

#### Mining Nebraska Hospital Association Data

Presenter: Kevin Conway, Vice President, Health Data - Nebraska Hospital Association

The Nebraska Hospital Information System (NHIS) collects and analyzes accurate and reliable Nebraska hospital administrative claims data. NHIS data is used for analysis and decision-making relative to the health care needs of the State of Nebraska and its residents. The NHA provides a number of services to member hospitals using the NHIS as a data source. Mr. Conway will review the reports and data initiatives surround the NHIS data and information.

10:30 – 11:30 a.m.

**NHA Closing Keynote Session:** The Buried Life: Six Steps to Crossing Anything Off Your Bucket List - Ben Nemtin

## Healthcare Information & Management Systems Society (HIMSS)

### WEDNESDAY, OCTOBER 25

1:00 – 5:00 p.m.

#### HIMSS Fall Meeting

The Nebraska HIMSS Chapter will conduct their Fall Meeting over a day and a half. The agenda includes MACRA/MIPS, cybersecurity, change management, patient engagement, and population health management. HIMSS members — Bring another individual from the same organization for free!

### THURSDAY, OCTOBER 26

8:30 a.m. – 4:30 p.m.

#### HIMSS Fall Meeting

The Nebraska HIMSS Chapter continues their Fall Meeting. The agenda includes MACRA/MIPS, cybersecurity, change management, patient engagement, and population health management. This also includes the NHA Convention Trade Show lunch and sponsor's reception.

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## Nebraska Healthcare Marketers (NHM)

### WEDNESDAY, OCTOBER 25

1:30 – 3:00 p.m.

#### **Positioning Your Health Care Facility for a Capital Campaign**

Presenter: Paul J. Strawhecker, MPA, ACFRE, President - Paul J. Strawhecker, Inc.

Often, decision making regarding major capital expenditures by nonprofit hospitals neglect constituency considerations when moving forward with a major project. Typically, project costs, patient utilization and reimbursement rates are extensively deliberated. However, preparing the various internal and external audiences, as well as funders, is not given the consideration merited for optimal engagement. This presentation discusses case examples and processes to engage when your health care institution is considering a capital campaign.

3:15 – 4:45 p.m.

#### **Crowdfunding 101**

Presenter: Samantha Wolfe - Faith Regional Health Services Foundation

Crowdfunding is everywhere these days—blogs, newsletter articles, Facebook. When it comes to nonprofits, crowdfunding is the new catchphrase. But what is it, really? This presentation focuses on crowdfunding: what it is, tips for a successful crowdfunding campaign, different crowdfunding platforms, successful crowdfunding campaigns and other social media tips. Crowdfunding for the beginner.

### THURSDAY, OCTOBER 26

8:30 – 10:00 a.m.

#### **Take Hold of Your Online Content**

Presenter: David Sturtz, Digital Strategy Director - Geonetric

You know that content is critical to your online efforts—but it can quickly grow out of control. In this session, we'll help you get back in the driver's seat. We will discuss the importance of aligning website content with your organizational strategy. You'll learn how to perform a comprehensive audit of existing content and examine how to develop a sustainable content governance structure. We'll also highlight techniques and tools available to help you take control of your content. Participants will be able to understand what content strategy is and how to develop one, implement your own quantitative content inventory, and understand popular methods for evaluating and maintaining content quality, and create a basic content governance structure and better manage online content assets for the long term.

10:15 – 11:45 a.m.

#### **How To Develop A Successful Marketing Plan and What To Do About the ROI Question**

Presenter: Andy Bretz, Senior Account Executive - Firespring

This presentation will outline the steps necessary to develop and implement a marketing plan. One of the biggest mistakes any organization can make is to engage in marketing activities without a well-defined plan. The development of a marketing plan takes time and resources, but in the end will pay for itself by ensuring well thought out marketing activities. Finally, we will talk about how to answer the question of ROI as it relates to health care marketing.

1:15 – 1:45 p.m.

#### **NHM Business Meeting**

The Nebraska Healthcare Marketers annual business meeting covers topics of interest over the past year and plans next year's goals and activities. Board elections are held and the recipient of the Bright Idea Award is announced.

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1:45 – 3:15 p.m.

## **Digital Marketing 101**

Presenter: Jason Petersen, President & CEO - GenR8 Marketing

In this session, we will talk about fine tuning your social media skills and will learn how to better use your website for marketing. We'll talk about the ins and outs of websites, social media, email marketing and more. This is a high level overview to learn more about available tools, how to use them and if they makes sense for your business. At the end of this session, participants will be able to think in terms of verbs that are observable and measurable (understand, compare, learn, define, enhance, assess, etc.), and walk away with tangible action items to improve various aspects of digital marketing including best practices for websites, social media, email marketing, Google search and SEO.

3:30 – 4:30 p.m.

## **How to Set Up a Patient Advisory Council at Your Hospital**

Presenters: Nicole Thorell - Lexington Regional Health Center, Lexington; Sister Joy Rose & Anne Timmerman - St. Francis Memorial Hospital, West Point; Suzanne Brammeier - CHI Health, Nebraska City; & Jayne VanAsperen - Crete Area Medical Center, Crete

Patient Advisory Councils (PACs) are a great way to ensure that patients' and their family's voices are heard, and are utilized by many hospitals. Patient Advisory Councils bring together clinical and administrative staff, patients and family members to talk about issues relevant to the patient's experience. These councils advise hospital leadership on matters relating to patient-provider relationships, safety, quality improvement, patient education, and other issues they may deem relevant to patient care. This panel of experts from Nebraska's hospitals have successfully set up Patient Advisory Councils and will discuss how to begin a PAC at your hospital, how to maintain it, and they will share the lessons they learned along the way.

## **FRIDAY, OCTOBER 27**

8:30 – 10:00 a.m.

### **Significant Engagement: It Matters That They Matter**

Presenter: Pete Smith - SmithImpact

More time, money, and attention are being directed toward elevating employee engagement in organizations throughout the world. Yet, statistic after statistic reveals a small number of employees actually report being engaged at work. It's time for a new approach. You're about to understand engagement from a totally different lens—one that looks at engagement through the eyes of a stroke survivor.

10:15 – 11:15 a.m.

### **The Best Ideas are Stolen or Borrowed Panel Discussion**

Presenters: Leslie Robinson - York General, York; Kristi Ellstrom - Box Butte General Hospital, Alliance & Karen Tinkham - Brodstone Memorial Hospital, Superior

The Nebraska Healthcare Marketers has invited some of its members to lead a discussion on promotional ideas and successes in health care marketing. This session will provide valuable insights into practical, creative and innovated ideas that work in marketing

health care facilities. Topics such as hospital campaigns, hospital anniversary celebrations, unique events, and effective forms of advertisement and design will be addressed. In this interactive session, participants will have the opportunity to view promotional materials, exchange ideas and troubleshoot projects.

## Nebraska Hospital Human Resource Professionals (HR)

### **WEDNESDAY, OCTOBER 25**

9:00 – 10:00 a.m.

**NHA Opening Keynote:** Modern Medicine's Transparency Revolution - Dr. Marty Makary

10:30 a.m. – 12:00 p.m.

### **Health Care Reform: Past, Present and Future**

Presenter: Nataliya Boychenko, MBA, CEBS, AVP, Employee Benefits/Shareholder - Holmes Murphy & Associates

During the session, we will review the state of health care in the United States compared to those of other developed countries, look at the history of the private payer system and contrast that to the social systems in other countries, and take a look at past, present and the future of the ACA and AHCA proposal. We will also discuss some of the issues employers are facing and some of the solutions that have been discussed or are being considered in legislation.

1:30 – 3:00 p.m.

### **Health Care Workforce Trends in Nebraska**

Presenter: Jodie Meyer, Research Analyst II - Nebraska Department of Labor

This session will highlight workforce trends from the Nebraska Department of Labor regarding health care employment. It will also provide some information on how to find this data on the Nebraska Labor Market Information website. Examples of highlighted data include employment projections, wages, unemployment rates and more.

3:15 – 4:45 p.m.

### **The Dizzying Pace of Change: The State of the American Workplace**

Presenter: Annamarie Mann, Workplace Analytics Practice Manager - Gallup

The changes that are affecting organizations today are coming at a dizzying pace. They are overlapping and colliding in ways that are pushing organizations to rethink traditional approaches to management, development, performance and teams. With over 90 percent of people changing companies the last time they changed a job, leaders are looking for strategies to retain their best employees while still driving business outcomes. Join us for a discussion to learn about the changes Gallup is seeing in the workplace and explore approaches organizations are using to adapt to these changes.





## THURSDAY, OCTOBER 26

9:00 – 10:00 a.m.

**NHA Keynote Session 2:** Advocating for the Patient: Using My Story to Improve Patient Safety - Regina Holliday

10:15 – 11:45 a.m.

### **HRA Deductible Buy-down: Can It Work for You?**

Presenter: Bill Barclay, Vice President of Employee Benefits - Marcotte

Buy the lowest cost health care plan you can and then use the premium savings to create a superior health plan for your employees.

1:00 – 2:30 p.m.

### **Labor and Employment Law Developments and Update**

Presenter: Scott S. Moore - Baird Holm LLP

This session will provide participants with information on the latest trends, updates and events from government agencies, legislative bodies and the courts regarding labor and employment law.

3:00 – 4:00 p.m.

### **Trends and Tips to Improve your Retirement Plan**

Presenter: John Nownes III Esq., VP, Retirement Plan Services - Union Bank & Trust Co.

A well-designed retirement plan can be a valuable tool to recruit and retain high-quality employees, and serve to help those employees reach their retirement goals. This session will address current trends in retirement plan design and offer tips that can improve your retirement plan.

## FRIDAY, OCTOBER 27

9:15 – 10:15 a.m.

**HR Professionals Open Dialogue Session** (*Hospital staff only may attend this session*)

10:30 – 11:30 a.m.

**NHA Closing Keynote Session:** The Buried Life: Six Steps to Crossing Anything Off Your Bucket List - Ben Nemtin

## Nebraska Society of Healthcare Engineers (NSHE)

### THURSDAY, OCTOBER 26

9:00 a.m. – 4:30 p.m.

#### **NSHE Fall Meeting**

Join us for a day full of excellent speakers and topics around the PDC function of Facility Management. From Chapter 43 of NFPA 101 to tips on interior design, all aspects of planning, design and construction will be covered. All of this in addition to the great trade show at the Nebraska Hospital Association meeting. We look forward to seeing you.

## Nebraska Society for Social Work Leadership in Healthcare (NSSWLHC)

### THURSDAY, OCTOBER 26

8:00 a.m. – 5:00 p.m.

#### **NSSWLHC Fall Meeting**

Join fellow social work health care leaders for networking and education on challenging topics such as transitions of care, care coordination, proposed changes to planning standards, integrated behavioral health care, health and wellness, and much more! We will attend the NHA keynote session at 9:00 a.m.

### FRIDAY, OCTOBER 27

8:00 a.m. – 12:00 p.m.

#### **NSSWLHC Fall Meeting**



When caring, attentive, personalized service accompanies great food, a meal is transformed into an exceptional dining experience. It's the hospitality your patients, employees and visitors deserve. It's the hospitality that only Unidine delivers. That's Fresh Thinking.

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