



Nebraska

2026 RURAL HEALTH CONFERENCE



Monday, June 8

- 10:00 A.M. - 4:00 P.M. **PRE-CONFERENCE SESSION | STRENGTHENING YOUR HOSPITAL AND COMMUNITY THROUGH RURAL RESEARCH: RELATIONSHIPS, RESOURCES, RESULTS**
- 4:00 P.M. - 6:00 P.M. **WELCOME RECEPTION**

Tuesday, June 9

- 8:30 A.M. - 8:40 A.M. **OPENING REMARKS**
Jed Hansen | Executive Director, NeRHA
Jeremy Nordquist | President & CEO, NHA
- 8:40 A.M. - 9:30 A.M. **BRIDGING THE DIVIDE: THE VA'S STRATEGY FOR RURAL HEALTH EQUITY AND ACCESS**
Lee Payne | Deputy Under Secretary for Health Veterans Health Administration, United States Secretary of Veterans Affairs
- 9:30 A.M. - 10:00 A.M. **SPONSOR BREAK & NETWORKING**

10:00 A.M. - 10:50 A.M. BREAKOUT SESSIONS

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Closing the Gap: Improving Health Care Access for Rural Veterans	Optimizing Your Relationship with the Board: An Executive Guide to Strategic Partnership	Improving Maternal Outcomes in Rural Communities	Vital Signs: What Labor Market Data Tells Us About Nebraska's Health Care Workforce

- 11:00 A.M. - 11:50 A.M. **RURAL HEALTH TRANSFORMATION PROGRAM & RURAL ADVOCACY UPDATES**
Jed Hansen | Executive Director, NeRHA
Jeremy Nordquist | President & CEO, NHA

12:00 P.M. - 1:00 P.M. LUNCH & AWARDS

1:00 P.M. - 2:00 P.M. EXHIBIT HALL HOUR

2:00 P.M. - 2:50 P.M. BREAKOUT SESSIONS

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Building a Fanbase: Branding, Loyalty, and Community in Rural Health Care	Making Marketing Matter: Budget Strategies and Cost Report Opportunities for Rural Hospitals	Rural Research Network: What It Is and Why It Matters	The \$100K Barrier: Navigating New H-1B Visa Fees

3:00 P.M. - 3:50 P.M. BREAKOUT SESSIONS

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Crisis Leadership in the New Disaster Era—Everything, Everywhere, All at Once	Revenue Cycle & Operational Performance Improvement	The Good Life: Strengths, Opportunities, and Our Way Forward	Building Nebraska's Health Care Workforce: Innovative Strategies to Strengthen the Pipeline

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

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

Wednesday, June 10

- 8:30 A.M. - 9:20 A.M. **VIEW FROM THE HILL: UPDATES ON RURAL HEALTH POLICY**
Carrie Cochran-McClain | National Rural Health Association (NRHA)

9:30 A.M. - 10:20 A.M. BREAKOUT SESSIONS

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Protecting Patient Access in a New Era of Medicaid	When Cyber Threats Strike: Managing Risk, Compliance, and Communication	Telehealth in Action: Connecting Rural Patients to Care	Housing Solutions for Rural Workforce Recruitment

10:30 A.M. - 11:20 A.M. BREAKOUT SESSIONS

OPERATIONS	WORKFORCE
Nebraska Medicaid State Directed Payment Program – A Comprehensive Look	Workforce Trends Post Covid: What Employees are Looking For

- 11:30 A.M. - 12:20 P.M. **DREAM LIKE A CHAMPION**
John Cook | Special Assistant to the Athletic Director; Former Head Volleyball Coach, University of Nebraska

- 12:20 P.M. - 12:30 P.M. **CLOSING REMARKS**
Jed Hansen | Executive Director, NeRHA
Jeremy Nordquist | President & CEO, NHA

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



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RURAL HEALTH CLINIC TRACK

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Lee Payne | Deputy Under Secretary for Health Veterans Health Administration, United States Secretary of Veterans Affairs
- 9:30 A.M. - 10:00 A.M. **SPONSOR BREAK & NETWORKING**
- 10:00 A.M. - 10:50 A.M. **FROM CONTRACTS TO ACTUALS: USING DATA TO STRENGTHEN FINANCIAL PERFORMANCE IN RURAL CLINICS**
Jeff Grandia | Co-Founder & CEO, REDi Health Analytics
- 11:00 A.M. - 11:50 A.M. **RURAL HEALTH TRANSFORMATION PROGRAM & RURAL ADVOCACY UPDATES**
Jed Hansen | Executive Director, NeRHA
Jeremy Nordquist | President & CEO, NHA
- 12:00 P.M. - 1:00 P.M. **LUNCH & AWARDS**
- 1:00 P.M. - 2:00 P.M. **EXHIBIT HALL HOUR**
- 2:00 P.M. - 2:50 P.M. **CONSIDERATIONS FOR RHTP CHRONIC CARE MANAGEMENT AND REMOTE PATIENT MONITORING**
Nicole Thorell | Senior Consultant, Wintergreen
- 3:00 P.M. - 3:50 P.M. **RURAL HEALTH CLINIC QUALITY REPORTING UPDATES 2026**
Nicole Thorell | Senior Consultant, Wintergreen
- 4:00 P.M. - 5:00 P.M. **SPONSOR RECEPTION**
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Carrie Cochran-McClain | National Rural Health Association (NRHA)
- 9:30 A.M. - 10:20 A.M. **PRACTICAL AI DEPLOYMENT IN RURAL HOSPITALS**
Brady Beecham | Chief Medical Officer, Gothenburg Health
- 10:30 A.M. - 11:20 A.M. **BREAKOUT SESSIONS**

OPERATIONS	WORKFORCE
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