



# Nebraska

## 2026 RURAL HEALTH CONFERENCE



### Monday, June 8

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

### Tuesday, June 9

- 8:30 A.M. - 8:40 A.M. **OPENING REMARKS** SILVER 4-6 – 10-12  
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 & ACCESS** SILVER 4-6 – 10-12  
Howard Manuel, JD | Senior Advisor, United States Secretary of Veterans Affairs

- 9:30 A.M. - 10:00 A.M. **SPONSOR BREAK & NETWORKING** GOLD 1-3 – 7-9

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

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Closing the Gap: Improving Health Care Access for Rural Veterans <b>SILVER 1</b>	Optimizing Your Relationship with the Board: An Executive Guide to Strategic Partnership <b>SILVER 2-3</b>	Improving Maternal Outcomes in Rural Communities <b>SILVER 8-9</b>	Vital Signs: What Labor Market Data Tells Us About Nebraska's Health Care Workforce <b>SILVER 4-6 – 10-12</b>

- 11:00 A.M. - 11:50 A.M. **RURAL HEALTH TRANSFORMATION PROGRAM & RURAL ADVOCACY UPDATES** SILVER 4-6 – 10-12  
Jed Hansen | Executive Director, NeRHA & Jeremy Nordquist | President & CEO, NHA

- 12:00 P.M. - 1:00 P.M. **LUNCH & AWARDS** GOLD 4-6 – 10-12

- 1:00 P.M. - 2:00 P.M. **EXHIBIT HALL HOUR** GOLD 1-3 – 7-9

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

COMMUNITY	OPERATIONS	POPULATIONS	WORKFORCE
Building a Fanbase: Branding, Loyalty & Community in Rural Health Care <b>SILVER 1</b>	Making Marketing Matter: Budget Strategies & Cost Report Opportunities for Rural Hospitals <b>SILVER 2-3</b>	Rural Research Network: What It Is & Why It Matters <b>SILVER 8-9</b>	The \$100K Barrier: Navigating New H-1B Visa Fees <b>SILVER 4-6 – 10-12</b>

#### 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 <b>SILVER 1</b>	Revenue Cycle & Operational Performance Improvement <b>SILVER 2-3</b>	The Good Life: Strengths, Opportunities & Our Way Forward <b>SILVER 8-9</b>	Building Nebraska's Health Care Workforce: Innovative Strategies to Strengthen the Pipeline <b>SILVER 4-6 – 10-12</b>

- 4:00 P.M. - 5:00 P.M. **SPONSOR RECEPTION** GOLD 1-3 – 7-9

- 5:00 P.M. - 6:30 P.M. **NHAPAC RECEPTION** CUNNINGHAM'S ON THE LAKE

### Wednesday, June 10

- 8:30 A.M. - 9:20 A.M. **VIEW FROM THE HILL: UPDATES ON RURAL HEALTH POLICY** SILVER 4-6 – 10-12  
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 <b>SILVER 1</b>	When Cyber Threats Strike: Managing Risk, Compliance & Communication <b>SILVER 2-3</b>	Telehealth in Action: Connecting Rural Patients to Care <b>SILVER 8-9</b>	Housing Solutions for Rural Workforce Recruitment <b>SILVER 4-6 – 10-12</b>

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

OPERATIONS	WORKFORCE
Nebraska Medicaid State Directed Payment Program – A Comprehensive Look <b>SILVER 1-3</b>	Workforce Trends Post Covid: What Employees are Looking For <b>SILVER 4-6 – 10-12</b>

- 11:30 A.M. - 12:20 P.M. **DREAM LIKE A CHAMPION** SILVER 4-6 – 10-12  
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** SILVER 4-6 – 10-12  
Jed Hansen | Executive Director, NeRHA & Jeremy Nordquist | President & CEO, NHA



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### RURAL HEALTH CLINIC TRACK AGENDA AT-A-GLANCE

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8:40 A.M. - 9:30 A.M.	<b>BRIDGING THE DIVIDE: THE VA'S STRATEGY FOR RURAL HEALTH EQUITY &amp; ACCESS</b> Howard Manuel   Senior Advisor, United States Secretary of Veterans Affairs	SILVER 4-6 – 10-12
9:30 A.M. - 10:00 A.M.	<b>SPONSOR BREAK &amp; NETWORKING</b>	GOLD 1-3 – 7-9
10:00 A.M. - 10:50 A.M.	<b>FROM CONTRACTS TO ACTUALS: USING DATA TO STRENGTHEN FINANCIAL PERFORMANCE IN RURAL CLINICS</b> Jeff Grandia   Co-Founder & CEO, REDi Health Analytics	SILVER 7
11:00 A.M. - 11:50 A.M.	<b>RURAL HEALTH TRANSFORMATION PROGRAM &amp; RURAL ADVOCACY UPDATES</b> Jed Hansen   Executive Director, NeRHA & Jeremy Nordquist   President & CEO, NHA	SILVER 4-6 – 10-12
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2:00 P.M. - 2:50 P.M.	<b>RURAL HEALTH CLINIC COMPLIANCE UPDATE</b> Kate Hill   Vice President Client Success, The Compliance Team	SILVER 7
3:00 P.M. - 3:50 P.M.	<b>RURAL HEALTH CLINIC QUALITY REPORTING UPDATES 2026</b> Nicole Thorell   Senior Consultant, Wintergreen	SILVER 7
4:00 P.M. - 5:00 P.M.	<b>SPONSOR RECEPTION</b>	GOLD 1-3 – 7-9
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9:30 A.M. - 10:20 A.M.	<b>PRACTICAL AI DEPLOYMENT IN RURAL HOSPITALS</b> Brady Beecham   Chief Medical Officer, Gothenburg Health	SILVER 7				
10:30 A.M. - 11:20 A.M.	<b>BREAKOUT SESSIONS</b>					
	<table border="1"> <thead> <tr> <th>OPERATIONS</th> <th>WORKFORCE</th> </tr> </thead> <tbody> <tr> <td>Nebraska Medicaid State Directed Payment Program – A Comprehensive Look SILVER 1-3</td> <td>Workforce Trends Post Covid: What Employees are Looking For SILVER 4-6 – 10-12</td> </tr> </tbody> </table>	OPERATIONS	WORKFORCE	Nebraska Medicaid State Directed Payment Program – A Comprehensive Look SILVER 1-3	Workforce Trends Post Covid: What Employees are Looking For SILVER 4-6 – 10-12	
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