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THURSDAY GENERAL SESSION

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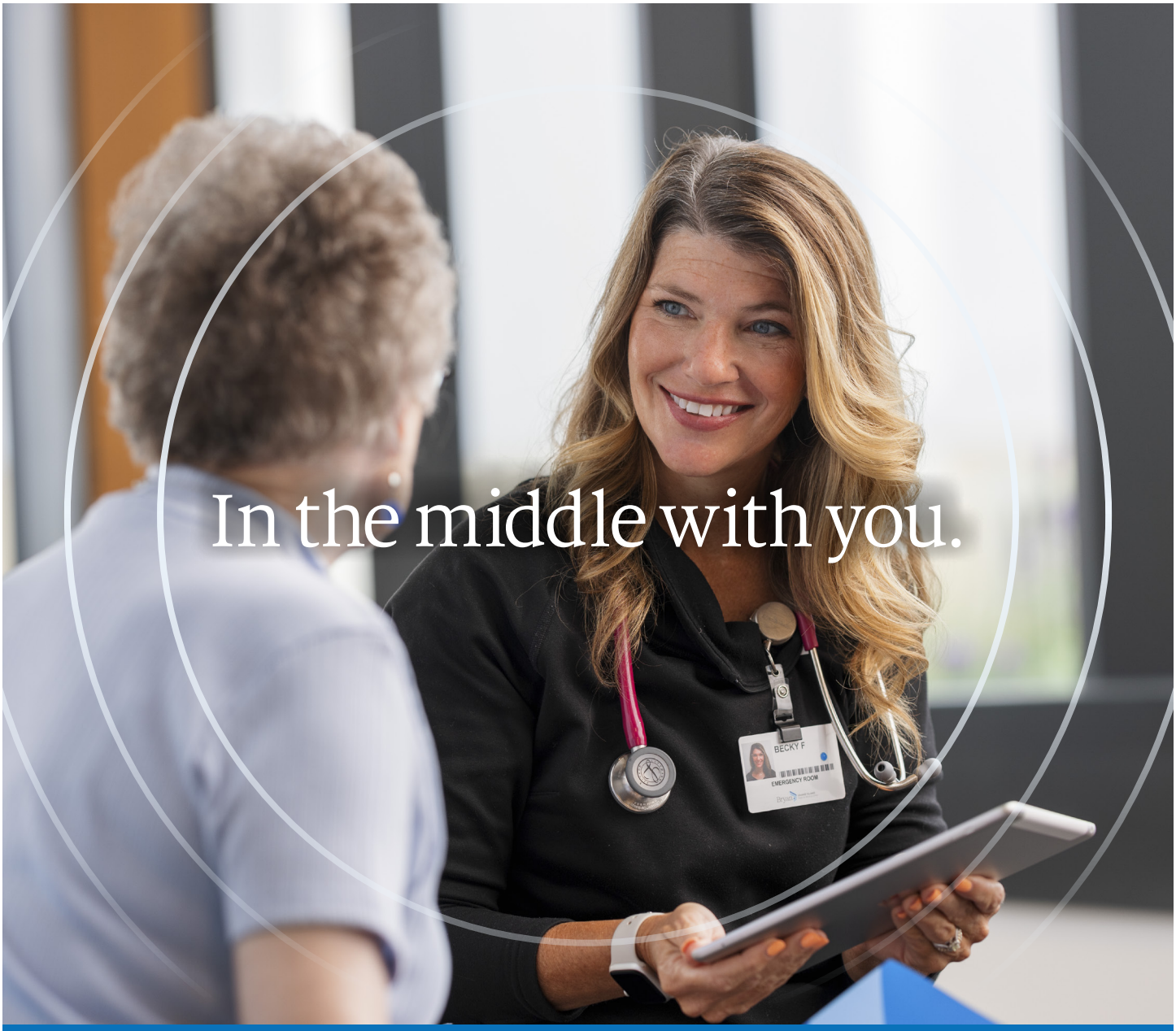
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NHA Programs At-A-Glance

Wednesday, October 21

12:00 P.M. - 1:15 P.M.
WINDSOR V-VI
AWARDS BANQUET LUNCHEON

1:30 P.M. - 2:30 P.M.
WINDSOR V-VI
OPENING KEYNOTE
What's Your Pink Cadillac?
Ryan Campbell, Global Keynote Speaker, Author, Owner of a Pink Cadillac

2:40 P.M. - 3:30 P.M.
BREAKOUT SESSIONS
DAPPER I — NHA State & Federal Policy Update
DAPPER II — Workforce Initiatives in Nebraska: New Partnerships, New Pathways & New Opportunities
DAPPER III — Expanding Behavioral Health Services in Nebraska
WINDSOR VII — Attract & Retain Key Employees

3:40 P.M. - 4:30 P.M.
BREAKOUT SESSIONS
DAPPER I — Data to Decisions: Driving Efficiency, Utilization & AI in Nebraska Hospitals
DAPPER II — Nebraska Medicaid State Directed Payment Program: A Comprehensive Look
DAPPER III — Optimizing Procurement & Contract Compliance to Improve Financial Resiliency
WINDSOR VII — Immigration Update: Employing Foreign Nationals in a Rapidly Changing Environment

5:30 P.M. - 8:00 P.M.
THE DURHAM MUSEUM
SOCIAL EVENT DINNER
Departure from the Embassy Suites Conference Center at 5:30 P.M., followed by a Cocktail Hour beginning at 6:00 P.M. Dinner will be served at 6:30 P.M., and transportation will return guests to the Embassy Suites Conference Center at 8:00 P.M.

Thursday, October 22

8:30 A.M. - 9:30 A.M.
WINDSOR VI
KEYNOTE
Responding Effectively to Cybersecurity Incidents
Jamie Singer, Senior Managing Director | FTI Consulting

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

10:00 A.M. - 10:50 A.M.
BREAKOUT SESSIONS
DAPPER I — NHA State & Federal Policy Update (REPEAT SESSION)
DAPPER II — Delays, Denials & Appeals: Nebraska Revenue Cycle Update
DAPPER III — Leveraging the CHNA to Drive Strategic Workforce & Community Investments
WINDSOR VII — Reasonable Accommodation or Magical Thinking? What the ADA Actually Requires

11:00 A.M. - 11:50 A.M.
BREAKOUT SESSIONS
DAPPER I — Navigating the Medicare Advantage Landscape
DAPPER II — Operationalizing AI Governance for Hospitals
DAPPER III — Unlocking RHTP Funding: Best Practices for Nebraska's Rural Hospitals
WINDSOR VII — Practical Strategies for Handling Difficult Patient Situations

12:00 P.M. - 2:00 P.M.
WINDSOR I-V
TRADE SHOW & LUNCH

2:00 P.M. - 3:00 P.M.
WINDSOR VI
GENERAL SESSION
Medicaid is Changing: What Nebraska Hospitals Need to Know

3:15 P.M. - 4:30 P.M.
WINDSOR VI
STATE SENATOR LEGISLATIVE PANEL

4:30 P.M. - 6:00 P.M.
WINDSOR I-V
TRADE SHOW SOCIAL HOUR

Friday, October 23

8:30 A.M. - 9:30 A.M.
WINDSOR V-VI
CLOSING KEYNOTE
Roadmap to the 2026 & 2028 Elections
David Wasserman, Senior Editor & Elections Analyst | The Cook Political Report

9:30 A.M. - 10:30 A.M.
DAPPER I-III
AI INNOVATION AT NEBRASKA HOSPITALS

10:45 A.M. - 11:45 A.M.
DAPPER I-III
GENERAL SESSION
Yes, And... The Secret to Better Communication
Dr. Mike Smith, Assistant Professor | UNMC Division of Hospital Medicine
Timmy Tamisiea, Executive Director | Launch Leadership

12:00 P.M. - 1:30 P.M.
WINDSOR V-VI
CARING KIND AWARDS LUNCHEON

Allied Organization Programs At-A-Glance

WEDNESDAY, OCTOBER 21

ACHE
WINDSOR VIII

7:30 A.M. - 8:00 A.M.	ACHE of Nebraska & Western Iowa Annual Breakfast Meeting
8:00 A.M. - 9:30 A.M.	Addressing Conflict in Health Care Organizations — Resources to Empower Health Care Leaders to Identify Intervene & Successfully Address Conflict

HFMA
GATSBY

12:00 P.M. - 1:15 P.M.	Awards Banquet Luncheon* *Optional Add On*
1:30 P.M. - 2:30 P.M.	Opening Keynote*
2:30 P.M. - 3:20 P.M.	The Only Permanent Thing Is Change: Immigration Law Update for Health Care Employers
3:40 P.M. - 4:30 P.M.	NE Medicaid State Directed Program*

NHM
FEDORA II

12:00 P.M. - 1:15 P.M.	Awards Banquet Luncheon* *Optional Add On*
1:30 P.M. - 2:30 P.M.	Opening Keynote*
2:30 P.M. - 2:50 P.M.	Welcome & Business Meeting
2:50 P.M. - 3:50 P.M.	Beyond the Symptom Search: Writing Digital Copy for the Modern Patient Journey
3:50 P.M. - 4:30 P.M.	NHM Roundtable

THURSDAY, OCTOBER 22

ACHE
HOUSTON'S LOUNGE

5:30 P.M. - 7:00 P.M.	ACHE Happy Hour Social

HFMA
GATSBY

8:30 A.M. - 9:30 A.M.	Keynote*
9:30 A.M. - 10:00 A.M.	Break
10:00 A.M. - 10:50 A.M.	NHA State & Federal Policy Update*
10:00 A.M. - 10:50 A.M.	Delays, Denials & Appeals: Nebraska Revenue Cycle Update*
11:00 A.M. - 11:50 A.M.	Navigating the Medicare Advantage Landscape*
12:00 P.M. - 2:00 P.M.	Trade Show & Lunch*
2:00 P.M. - 3:00 P.M.	General Session*
3:15 P.M. - 4:30 P.M.	Board Member Education Series
4:30 P.M. - 6:00 P.M.	Trade Show Social Hour*
6:00 P.M. - 8:00 P.M.	Social Event

NHM
FEDORA II

8:30 A.M. - 9:30 A.M.	Keynote*
9:30 A.M. - 9:45 A.M.	Break
9:45 A.M. - 10:45 A.M.	Supercharge Your Marketing Efforts (Without Doing More Work)
10:45 A.M. - 11:00 A.M.	Break
11:00 A.M. - 12:00 P.M.	From Idea to Impact: Building a Provider Video Program That Connects & Performs
12:00 P.M. - 1:15 P.M.	Trade Show & Lunch*
1:15 P.M. - 2:15 P.M.	Creative Compassion: A New Way Forward for Health Care Marketing & Life
2:15 P.M. - 2:25 P.M.	Break
3:30 P.M. - 4:30 P.M.	The Anxious Generation: Building Resilience for Health Care Marketers & Communicators
4:30 P.M. - 6:00 P.M.	Trade Show Social Hour*

** Nebraska Hospital Association (NHA) hosted session refer to page 8*

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

THURSDAY, OCTOBER 22 (CONT.)

NSHE
WINDSOR VIII

8:30 A.M. - 9:30 A.M.	Keynote*
10:00 A.M. - 10:30 A.M.	Welcome & Board Update
10:30 A.M. - 12:00 P.M.	Ventilation Management Plan (VMP) Deployment: Leveraging ASHRAE/ASHE Guideline 43 to Prioritize Strategic Infrastructure Investment
12:00 P.M. - 2:00 P.M.	Trade Show & Lunch*
2:00 P.M. - 3:00 P.M.	ASHRAE 170 Ventilation Design

NSWHC
FEDORA I

8:30 A.M. - 9:30 A.M.	Keynote*
9:30 A.M. - 9:45 A.M.	Break
9:45 A.M. - 10:50 A.M.	Adult Protective Services — Overview of State Statute, Definitions of Abuse/ Neglect/Exploitation, Vulnerable Adult
11:00 A.M. - 11:50 A.M.	Navigating the Medicare Advantage Landscape*
12:00 P.M. - 12:45 P.M.	Trade Show & Lunch*
12:45 P.M. - 1:50 P.M.	Psychiatric Medical Care & An In-Depth Overview of Senior Life Solutions Partnership with CAHs
2:00 P.M. - 3:00 P.M.	General Session*
3:00 P.M. - 4:30 P.M.	Group Discussion on Current Topics & Business Meeting
4:30 P.M. - 6:00 P.M.	Trade Show Social Hour*

FRIDAY, OCTOBER 23

HFMA
GATSBY

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:45 A.M. - 10:35 A.M.	AI in Healthcare: Some Ethics Questions to Consider
10:45 A.M. - 11:45 A.M.	General Session*
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* *Optional Add On*

NHM
FEDORA II

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:30 A.M. - 10:30 A.M.	From Many Hats to Marketing Mastery: Building a Unified Strategy for Rural Health Care
10:30 A.M. - 10:40 A.M.	Closing Remarks & Conference Feedback
10:40 A.M. - 10:45 A.M.	Break
10:45 A.M. - 11:45 A.M.	General Session*
11:45 A.M. - 12:00 P.M.	Break
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* *Optional Add On*

NSWHC
FEDORA I

8:30 A.M. - 9:30 A.M.	Closing Keynote*
9:45 A.M. - 11:45 A.M.	General Session*
10:45 A.M. - 11:45 A.M.	Understanding Guardian Appointment Criteria, Incapacity, Court Process & Scope/Limitations of Guardianship
12:00 P.M. - 1:30 P.M.	Caring Kind Awards Luncheon* *Optional Add On*

** Nebraska Hospital Association (NHA) hosted session refer to page 8*



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AWARDS BANQUET

12:00 P.M. – 1:15 P.M.

The banquet begins at 12:00 P.M. and lunch will be sereved. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Excellence in Service* Award, *Health Care Advocates of the Year, Meritorious Service* Award, *Trustee of the Year* Award, *Quest for Excellence* Awards, and AHA membership awards.

OPENING KEYNOTE

1:30 P.M. – 2:30 P.M.

WHAT'S YOUR PINK CADILLAC?

Ryan Campbell | Global Keynote Speaker, Author, Owner of a Pink Cadillac, Ryan Campbell Speaking LLC



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This keynote will share a powerful message about redefining success through joy, resilience, and purpose. Drawing on his extraordinary journey from world-record aviator to plane crash survivor, Ryan Campbell uses the JoyAuditTM framework and the story of his Elvis-inspired 1960 pink Cadillac to empower audiences to take back control of their time and commit to what recharges them.

OBJECTIVES:

- Evaluate how intentionally prioritizing joy can improve effectiveness, well-being, and resilience.
- Apply strategies for building resilience and navigating adversity.
- Develop an action plan to take greater control of time and energy by prioritizing what matters most.

BREAKOUT SESSION 1

2:40 P.M. – 3:30 P.M.

NHA STATE & FEDERAL POLICY UPDATE

David Slattery | Senior Director, State & Rural Policy, NHA
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA

The NHA Advocacy Team will discuss the hospital and health care related issues facing the state and federal government. Some of the issues for discussion will include HR1 work requirements, upcoming elections, a legislative update, the NHAPAC, and an outlook for the 2027 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.

BREAKOUT SESSION 1

2:40 P.M. – 3:30 P.M.

EXPANDING BEHAVIORAL HEALTH SERVICES IN NEBRASKA

Heather Brahmsteadt, MSN, RN | Director of Med Surg & Hospital Education Departments, York General Hospital
Kay Meints, MSN, RN | Director & Service Leader, Behavioral Health Department & Care Management, Methodist Fremont Health
Kayla Baker, LIMHP, LPC, LADC | Mental Health Director & Therapist, Boone County Health Center
Renee Rafferty, MS, LIMHP, LPC | Senior Vice President, Behavioral Health & Wellness, Children's Nebraska
Stephanie Knight, MA, LIMHP/LADC | Director of Integrated Services, Fillmore County Hospital

Expanding access to behavioral health services remains a priority for providers across Nebraska, especially in rural and underserved communities. This session will highlight how organizations are overcoming barriers to care through telehealth, community engagement, and collaborative partnerships while growing services for patients across all stages of life. Attendees will gain insight into innovative programs and practical strategies that are improving behavioral health access and outcomes throughout the state.

OBJECTIVES:

- Identify strategies Nebraska health care providers are using to expand behavioral health services and improve access to care within different populations and communities.
- Examine barriers to behavioral health care delivery, particularly in rural areas, and evaluate how telehealth and partnerships with other health care organizations can help address access challenges.
- Discuss the role of community outreach in strengthening behavioral health services and supporting improved patient outcomes.

BREAKOUT SESSION 1

2:40 P.M. – 3:30 P.M.

WORKFORCE INITIATIVES IN NEBRASKA: NEW PARTNERSHIPS, NEW PATHWAYS, AND NEW OPPORTUNITIES

Caleb Berg, MS | Workforce Program Manager, NHA
Christine Widman, MHA, CBIS | Executive Vice President, Program Operations, NHA
Stan Odenthal, JD, MA | Senior Director, Workforce Initiatives, NHA

Explore how the NHA is taking innovative approaches to strengthen and grow the health care workforce, from Health Care Heroes and pre-apprenticeship pathways in high schools to an industry-specific job board connecting talent with employers. Learn how Rural Health Transformation Program (RHTP) funding helps support workforce efforts across the state, along with exciting new Registered Apprenticeship programs that create accessible pathways into health care careers. Participants will gain insight into emerging strategies and resources designed to connect Nebraskans to training, employment, and long-term health care careers.

OBJECTIVES:

- Identify emerging workforce initiatives and resources available to support Nebraska's health care workforce.
- Describe how pre-apprenticeship and Registered Apprenticeship programs can create accessible pathways into health care careers.
- Recognize opportunities to leverage Rural Health Transformation Program (RHTP) funding to support health care workforce development.
- Explore strategies for connecting prospective health care workers with training opportunities and employers through innovative workforce tools such as NHA JobLink.

BREAKOUT SESSION 1

2:40 P.M. – 3:30 P.M.

ATTRACT & RETAIN KEY EMPLOYEES

Derek Bailey, CRPS, AIF, NQPC | Vice President, Retirement Plan Services, USI Consulting Group

The session is designed to help CEO's learn various options to attract and retain key employees through deferred compensation arrangements. Attendees will learn about multiple programs designed to protect the hospital in case an employee leaves early, or reward them for continued employment. We will also discuss how to minimize the tax burden of these programs.

OBJECTIVES:

- How to identify key employees
- Design retention programs that reward longevity
- Understand the tax implications of various programs

BREAKOUT SESSION 2

3:40 P.M. – 4:30 P.M.

DATA TO DECISIONS: DRIVING EFFICIENCY, UTILIZATION & AI IN NEBRASKA HOSPITALS

Chandra Anderson, MBA, MSN, RN | Interim Chief Strategy & Revenue Officer, Lexington Regional Health Center

Larra Petersen-Lukenda, PhD, MA | Chief Population Health Officer & Interim CEO of CyncHealth, CyncHealth

Lorance Newburn, MD, MBA | Chief Medical Officer, Staff Family Physician, Saunders Medical Center

Steven Leitch, MD | Vice President, Medical Informatics (CMIO), CommonSpirit Health

Nebraska hospitals are under growing pressure to improve outcomes, reduce care team burden, and prepare for emerging technologies with limited resources. This panel will explore how hospital leaders are using connected health data through CyncHealth to streamline workflows, improve care coordination, and support better decision-making. Panelists will also discuss AI readiness, including data quality, governance, and the role of health information exchanges in enabling responsible innovation. Attendees will gain practical insights to improve efficiency and prepare for a more data-driven health care future.

OBJECTIVES:

- Understand how health information exchange supports care coordination, operational efficiency, and better decision-making.
- Learn how Nebraska hospitals are using connected health data to improve workflows and reduce administrative burden.
- Apply key AI governance principles, including data quality, transparency, accountability, and risk management.
- Identify opportunities to incorporate interoperability, analytics, and AI into future organizational planning.



BREAKOUT SESSION 2

3:40 P.M. – 4:30 P.M.

NEBRASKA MEDICAID STATE DIRECTED PAYMENT PROGRAM: A COMPREHENSIVE LOOK

Christine Widman, MHA, CBIS | Executive Vice President, Program Operations, NHA

Jeremy Nordquist, MPA | President & CEO, NHA

Mary Goddeeris, MS | Principal, Health Management Associates

In this informative session, staff members from the Nebraska Hospital Association (NHA) and Mary Goddeeris, Principal of Health Management Associates, 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.
- Understand upcoming federal changes to the program.
- Assess financial and operational implications for hospitals across Nebraska.

BREAKOUT SESSION 2

3:40 P.M. – 4:30 P.M.

OPTIMIZING PROCUREMENT & CONTRACT COMPLIANCE TO IMPROVE FINANCIAL RESILIENCY

Jon Pruitt, MHA | Senior Vice President, CHC Supply Trust

This session will examine the challenges and advantages of managing procurement and contract compliance within the health care industry. Participants will explore the impact of maverick spend, which occurs when supplies, services, or capital are purchased outside of authorized vendor agreements. The discussion will focus on the financial and operational risks associated with maverick spending, as well as strategies to strengthen compliance, reduce waste, and support more effective procurement practices.

OBJECTIVES:

- Recognize that contract compliance cannot be achieved in a vacuum; it takes leadership support and a unified organizational culture.
- Engage clinicians to standardize products and respect clinical choice.
- Utilize spend analytics and digital procurement for procurement processes.
- Systematically measure and reduce rogue or maverick spend.

BREAKOUT SESSION 2

3:40 P.M. – 4:30 P.M.

IMMIGRATION UPDATE: EMPLOYING FOREIGN NATIONALS IN A RAPIDLY CHANGING ENVIRONMENT

Kara Stockdale, JD | Partner, Baird Holm LLP
Rose Laughlin | Attorney, Baird Holm LLP

The last year has brought numerous and frequent changes to the immigration system and related policies impacting the employment of foreign nationals. This session will provide the latest updates impacting employers' options and obligations for employing foreign nationals.

OBJECTIVES:

- What new changes to employing foreign nationals should employers be aware of?
- What options and obligations do employers have for employing foreign nationals?
- What creative strategies may be available to employers seeking to employ foreign nationals?

SOCIAL EVENT DINNER

5:30 P.M. – 8:00 P.M.

After a full day of learning, join fellow health care leaders for an unforgettable evening of connection, conversation, and history at The Durham Museum. Nestled in Omaha's Historic Old Market, this one-of-a-kind venue offers the perfect backdrop to relax, reconnect with colleagues, and explore exhibits that bring Nebraska's rich history to life—including a special look at the history of Omaha's hospitals! Enjoy an evening featuring cocktails, dinner, and engaging conversation in this remarkable setting. Complimentary transportation to and from the museum will be provided, so you can sit back, relax, and enjoy the experience.

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OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

RESPONDING EFFECTIVELY TO CYBERSECURITY INCIDENTS

Jamie Singer | Senior Managing Director, FTI Consulting



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Cybersecurity incidents are inevitable, making effective communication essential to protecting reputation, maintaining trust, and meeting regulatory obligations. Drawing on extensive experience supporting health care organizations through data breaches, Jamie Singer of FTI Consulting shares practical strategies for preparing before an incident, responding effectively in real time, and rebuilding confidence afterward with stakeholders, the media, the public, and the media.

OBJECTIVES:

- Develop a proactive communication strategy for cybersecurity incidents.
- Apply best practices for managing communications during a cyber crisis.
- Implement strategies to protect reputation and rebuild stakeholder trust following a cybersecurity incident.

BREAK

9:30 A.M. – 10:00 A.M.

BREAKOUT SESSION 1

10:00 A.M. – 10:50 A.M.

NHA STATE & FEDERAL POLICY UPDATE *(REPEAT)*

David Slattery | Senior Director, State & Rural Policy, NHA
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA

The NHA Advocacy Team will discuss the hospital and health care related issues facing the state and federal government. Some of the issues for discussion will include HR1 work requirements, upcoming elections, a legislative update, the NHAPAC, and an outlook for the 2027 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.

BREAKOUT SESSION 1

10:00 A.M. – 10:50 A.M.

DELAYS, DENIALS & APPEALS: NEBRASKA REVENUE CYCLE UPDATE

Cori Pierce, CRCR, CSBI | Senior Health Care Advisor, NHA
Jennifer Shaw, MBA | Senior Health Care Advisor, NHA

Delays, denials, and ineffective appeals continue to create significant challenges for hospital revenue cycles. This presentation provides a practical update on key revenue cycle issues affecting Nebraska hospitals, with a focus on identifying the root causes of claim delays and denials, strengthening denial prevention strategies, and improving appeal outcomes. Participants will explore common denial trends, opportunities to improve processes across the revenue cycle, and practical approaches to documentation, payer communication, and appeals. The presentation will also highlight actionable strategies organizations can use to reduce avoidable revenue loss, improve cash flow, and strengthen accountability across departments.

OBJECTIVES:

- Identify common causes of claim delays and denials affecting Nebraska hospitals and distinguish preventable denials from issues requiring payer intervention.
- Analyze denial trends by root cause, payer, service area, and revenue cycle function to prioritize opportunities for improvement.
- Apply practical strategies to strengthen front-end, clinical, coding, and billing processes that reduce avoidable claim delays and denials.

BREAKOUT SESSION 1

10:00 A.M. – 10:50 A.M.

LEVERAGING THE CHNA TO DRIVE STRATEGIC WORKFORCE & COMMUNITY INVESTMENTS

Jennifer Benson | Manager, Community Benefit & Engagement, Children's Nebraska
Tamara Wiens, MSN, RN | Director of Compliance & Quality, York General

Discover how Children's Nebraska and York General transform the Community Health Needs Assessment (CHNA) from a regulatory requirement into a powerful roadmap for targeted health investments. Jennifer Benson and Tamara Wiens share practical strategies for identifying community priorities and allocating capital effectively. This session highlights actionable models for integrating urgent health system and hospital workforce needs into community benefit strategies to build a resilient health care pipeline.

OBJECTIVES:

- Navigate the process of aligning CHNA findings with hospital capital allocation and community investment strategies.
- Leverage CHNA to fund high-impact, sustainable community initiatives.
- Incorporate critical workforce development needs into regional health priority frameworks and investment models.

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BREAKOUT SESSION 1

10:00 A.M. – 10:50 A.M.

REASONABLE ACCOMMODATION OR MAGICAL THINKING? WHAT THE ADA ACTUALLY REQUIRES

Lily Amare, JD | Partner, Cline Williams Wright Johnson & Oldfather, LLP

Can an employee insist on working from home indefinitely? Set their own schedule? Eliminate supervision altogether? This session cuts through common (and not-so-common) myths about reasonable accommodation under the ADA and focuses on what the law actually requires. Using real-world examples and practical hypotheticals, we will walk through when the duty to accommodate is triggered, how to conduct a legally defensible interactive process, and how to identify and evaluate essential job functions. The session will also address undue hardship, documentation best practices, and how to lawfully deny or modify accommodation requests while minimizing risk and avoiding language or missteps that later become "Exhibit A" in litigation.

OBJECTIVES:

- Identify when the ADA's reasonable accommodation obligations are triggered, including recognizing both explicit and implicit accommodation requests.
- Distinguish reasonable accommodations from employee preferences by evaluating essential job functions, operational needs, and common accommodation requests.
- Apply the ADA's interactive process in a structured and defensible manner, including appropriate documentation and communication practices.
- Assess and communicate lawful denials of accommodation requests, including when undue hardship applies and how to say "no" without increasing legal risk.



BREAKOUT SESSION 2

11:00 A.M. – 11:50 A.M.

NAVIGATING THE MEDICARE ADVANTAGE LANDSCAPE

Cori Pierce, CRCR, CSBI | Senior Health Care Advisor, NHA
Jennifer Shaw, MBA | Senior Health Care Advisor, NHA
Ivan Mitchell, FACHE, MHA, MPA | CEO, Great Plains Health

Medicare Advantage (MA) continues to present significant operational and financial hurdles for health care providers, from administrative delays to rising denial rates. This breakout session offers a two-pronged look at managing MA strain. First, hear directly from a hospital leader who took the bold step of exiting Medicare Advantage contracts and the resulting gains in patient access, patient volume, and financial performance. Next, experts from NHA Advisory Services will showcase actionable strategies and tools designed to streamline prior authorizations and appeals and reduce costly claim delays and denials. From evaluating payer relationships or optimizing current MA workflows, this session provides real-world insights and tactical tools to protect your margin and mission.

OBJECTIVES:

- Analyze real-world case study data demonstrating the effects of leaving Medicare Advantage networks on patient volume, care access, and margins.
- Identify tools and workflow strategies to streamline prior authorization processes and reduce administrative drag on clinical teams.
- Apply strategies to manage Medicare Advantage claim delays and denials.

BREAKOUT SESSION 2

11:00 A.M. – 11:50 A.M.

OPERATIONALIZING AI GOVERNANCE FOR HOSPITALS=

Brenton Hill, JD, MHA | Head of Operations & General Counsel, Coalition for Health AI

Integrating AI into hospital operations requires balancing rapid innovation with stringent patient safety, regulatory compliance, and risk management.

Led by Brenton Hill, JD, MHA, Head of Operations and General Counsel at the Coalition for Health AI (CHAI), this session provides hospital executives, trustees, and clinical managers with a practical framework for responsible AI adoption. Drawing on CHAI's national guidelines and lessons learned from leading health platforms, Brenton will break down how to establish robust governance structures, evaluate vendor algorithms, and manage regulatory uncertainty without stalling progress. Attendees will gain clear, actionable strategies to align emerging AI technologies with operational feasibility, patient trust, and organizational goals.

OBJECTIVES:

- Identify key consensus guidelines from the Coalition for Health AI (CHAI) and emerging regulatory requirements to evaluate AI tools for safety, bias, and operational effectiveness.
- Formulate an internal governance framework including review processes to oversee AI deployment across clinical and administrative workflows.
- Assess legal, regulatory, and liability considerations when procuring or implementing third-party AI models to ensure patient data privacy and risk mitigation.

BREAKOUT SESSION 2

11:00 A.M. – 11:50 A.M.

UNLOCKING RHTP FUNDING: BEST PRACTICES FOR NEBRASKA'S RURAL HOSPITALS

Ashley Newmyer | Director of Public Health, NE DHHS
Sara Morgan | Deputy Director, Division of Public Health, NE DHHS

The Rural Health Transformation Program (RHTP) is a $50 billion national initiative. As part of the initial launch of this five-year federal effort, Nebraska was awarded $218.5 million from the Centers for Medicare & Medicaid Services. To access these funds, rural facilities including Critical Access Hospitals and Rural Emergency Hospitals must apply for state administered subgrants. However, many rural hospitals face significant operational constraints which can make the application process daunting. In this session, representatives from the Nebraska Department of Health and Human Services (DHHS) break down the subgrant process.

OBJECTIVES:

- Identify the specific sub-grant funding initiatives from Budget Period 1 as administered by Nebraska DHHS that are applicable to rural hospitals.
- Understand general practices around accessing, completing, and submitting RHTP-related sub-grant applications through the state.Learn best practices to meet compliance standards and align facility needs with federal guidelines.
- Understand general reporting requirements around RHTP projects.

BREAKOUT SESSION 2

11:00 A.M. – 11:50 A.M.

PRACTICAL STRATEGIES FOR HANDLING DIFFICULT PATIENT SITUATIONS

Vickie Ahlers, JD | Partner Baird Holm LLP

From difficult patients, to impossible discharges, to uncomfortable at best conversations with family members (and everything in between), the situations health care organizations face strain your resources and drain your staff. In this session, we will walk through a few "common" difficult scenarios and discuss practical strategies organizations might consider to resolve or at least mitigate the drain.

OBJECTIVES:

- Participants will learn how to evaluate options for difficult patient situations.
- Participants will discuss and learn potential strategies.
- Participants will learn ways to deploy potential strategies in a legal and compliant way.

TRADE SHOW & LUNCH

12:00 P.M. – 2:00 P.M.

Take a break from educational sessions to enjoy lunch, connect with fellow health care leaders, and explore the trade show! Visit with exhibitors to discover innovative products, services, and solutions designed to support your organization and advance health care across Nebraska. It's the perfect opportunity to network, exchange ideas, and build valuable connections.





NHA PAC
NEBRASKA HOSPITALS POLITICAL ACTION COMMITTEE

GENERAL SESSION

2:00 P.M. – 3:00 P.M.

MEDICAID IS CHANGING: WHAT NEBRASKA HOSPITALS NEED TO KNOW

Megan Word | Government Relations Director, NE & KS, American Cancer Society Cancer Action Network (ACS CAN)
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA
Sarah Maresh | Program Director, Health Care Access Program, NE Appleseed
Stacie Adcock | Director Access Services & Financial Counseling, Nebraska Medicine

As policy changes from H.R. 1 transform the health care landscape, hospital leaders and teams must keep pace with evolving Medicaid requirements. This general session delivers information into upcoming regulatory shifts, timelines, and implementation. The session will open with a policy overview. Following the briefing, Meghan Chaffee, Chief Advocacy and Legal Officer for the Nebraska Hospital Association, will moderate a panel bringing together perspectives from the American Cancer Society alongside frontline hospital financial counselors and eligibility experts. The panel will bridge high-level policy with on-the-ground reality.

OBJECTIVES:

- Understand major policy changes affecting Medicaid.
- Prepare for key implementation and compliance deadlines.
- Evaluate real-world impacts on hospital operations and patient access.



GENERAL SESSION

3:15 P.M. – 4:30 P.M.

STATE SENATOR LEGISLATIVE PANEL

Ashlei Spivey | State Senator District 13, State of Nebraska
John Fredrickson | State Senator District 20, State of Nebraska
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA
Tony Sorrentino | State Senator District 39, State of Nebraska

Three Nebraska state senators will discuss the most recent legislative session, short- and long-term challenges facing our state, health care-related issues, the budget, and how the next legislative session is shaping up.

OBJECTIVES:

- Assess the impact of recent legislative actions on Nebraska hospitals and health care delivery.
- Understand emerging state policy and budget priorities that will influence health care organizations.
- Prepare for upcoming legislative and advocacy opportunities.



TRADE SHOW SOCIAL HOUR

4:30 P.M. – 6:00 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!



CLOSING KEYNOTE

8:30 A.M. – 9:30 A.M.

ROADMAP TO THE 2026 & 2028 ELECTIONS

David Wasserman | Senior Editor & Election Analyst, The Cook Political Report



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The 2024 elections ushered in full GOP control of the White House and Congress, but will there be a backlash in 2026 or 2028? In an engaging and strictly nonpartisan presentation, David Wasserman takes audiences on a tour of key Senate, House, and gubernatorial contests that will shape policymaking in Washington and politics for years to come. How will Democrats survive in the wilderness, and what's next for Republicans after Trump? Drawing on his extensive interactions with candidates and strategists on both sides of the aisle, David previews the road ahead and identifies the campaign trends and electoral mood swings that will define the next chapter of American politics.

OBJECTIVES:

- Analyze the political and electoral trends shaping the national policy environment.
- Evaluate potential shifts in the political landscape leading into the 2026 and 2028 elections.
- Anticipate the implications of election outcomes for health care advocacy, policy, and hospital operations.

GENERAL SESSION

9:30 A.M. – 10:30 A.M.

AI INNOVATION AT NEBRASKA HOSPITALS

Brenton Hill, JD, MHA | Head of Operations & General Counsel, Coalition for Health AI

Coby Boring | Director, Technology Services, Beatrice Community Hospital

Jim Ulrich | Chief Executive Officer, York General

Katie Curtis | Chief Information Officer, Rightfiber

Michael Hasselberg, Ph.D., RN, PMHNP-BC | Chief Transformation& Digital Officer, Nebraska Medicine

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 applications for similar facilities.

OBJECTIVES:

- Understand how AI-powered platforms can 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.

GENERAL SESSION

10:45 A.M. – 11:45 A.M.

YES, AND... THE SECRET TO BETTER COMMUNICATION

Michael Smith, MD | Associate Professor, Hospitalist, UNMC, CEO/Founder, Healthcare Improv

Timmy Tamisiea | Executive Director, Launch Leadership, Inc.

In this interactive session, the audience will be introduced to improv theater and how the skills can be applied to their personal and professional life. The story of improv theater as an art form informs how the skills can be used today by health care professionals to help solve some of the most pressing concerns in their professional lives. The audience will have a brief opportunity to practice these skills in a low-risk environment, look for opportunities to practice these skills in their professional setting, and feel the immediate benefits that come with communicating in this style. There will also be a discussion about how these skills apply to communication in a group setting, and the practice of these skills will cause the people around you to see you as a leader, whether you have an official title or not. This session will be fun, informative, and provide a framework to develop how you interact with the people in your life, including your own ideas and expression. Say Yes!

OBJECTIVES:

- Describe the history and social impact of improv theater.
- Experience the connection between the skills necessary for improv theater and excellent communication in the health care setting.
- Identify how the same principles for excellent intrapersonal communication can be scaled up to communication in large groups and down to establishing your own personal narrative.

THE CARING KIND AWARDS LUNCHEON

12:30 P.M. – 1:30 P.M.

THE CARING KIND

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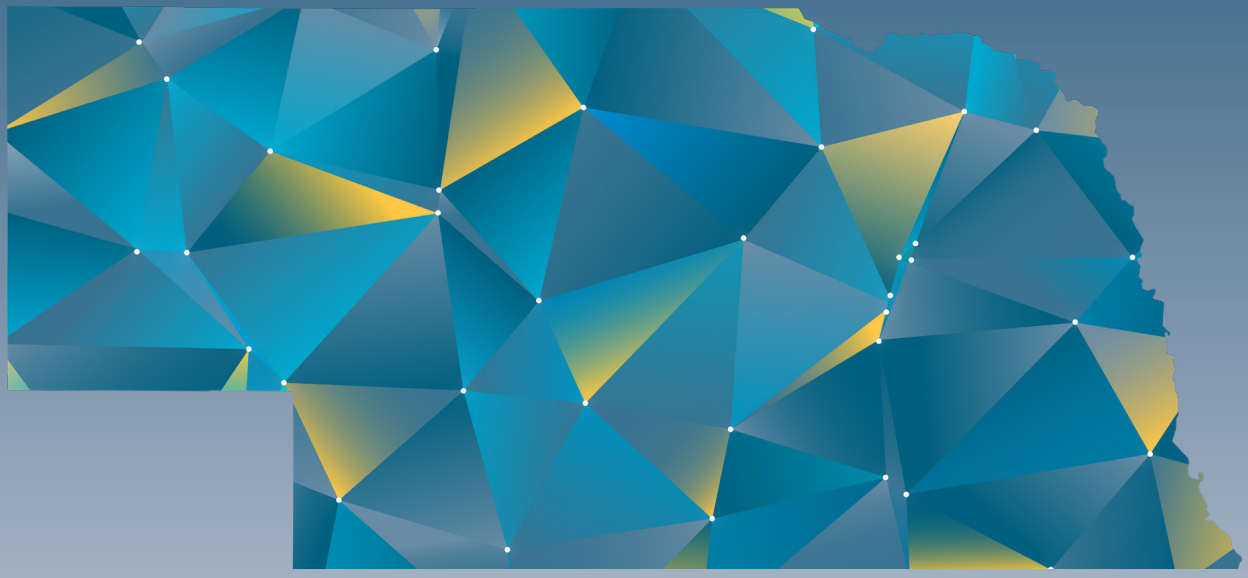
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NHA Keynote Session Biographies



DAVID WASSERMAN
Senior Editor & Election Analyst
The Cook Political Report

Road Map to the 2026 & 2028 Elections

David Wasserman is Senior Editor & Election Analyst for The Cook Political Report with Amy Walter and a contributor to NBC News. Widely recognized for his data-driven political analysis, Wasserman is one of the few election forecasters to accurately predict the outcomes of the last three presidential elections. His insights on national and local political trends have made him a trusted source for media outlets, policymakers, and audiences across the country.

Wasserman has served as an analyst for the NBC News Election Night Decision Desk since 2008 and has appeared on Fox News, CNN, and NPR. His commentary has been featured in publications including The Wall Street Journal, The Economist, POLITICO, and The Washington Post. In 2018, his collaboration with FiveThirtyEight on the "Atlas of Redistricting" earned top honors as News Data App of the Year.

A frequent speaker and guest lecturer, Wasserman has presented at leading institutions including Harvard University's Institute of Politics, the Dole Institute of Politics, and the University of Chicago Institute of Politics, where he was named a resident Pritzker Fellow in 2019. In 2024, he was named an Andrew Carnegie Fellow by the Carnegie Corporation of New York. Prior to joining The Cook Political Report with Amy Walter in 2007, Wasserman served as House editor of Sabato's Crystal Ball. He is a graduate of the University of Virginia.



RYAN CAMPBELL
Global Keynote Speaker, Author, Owner of a Pink Cadillac
Ryan Campbell Speaking LLC

What's Your Pink Cadillac?

Ryan Campbell is one of the world's leading mental health and resilience keynote speakers. His gripping story of adventure and adversity leaves audiences laughing, reflecting, and inspired to take action. As a teenager, Ryan became the youngest solo pilot to fly around the world and was named one of Australia's 50 Great Explorers. Everything changed after a tragic plane crash left him with a paraplegic diagnosis and the belief he would never walk again. Over the following years, Ryan's remarkable recovery back to walking and flying defied the odds.

While he appeared successful by every measure, Ryan's mental health had never been worse. Like many people, he struggled with burnout, anxiety, and depression. The missing piece, however, was not found through a global expedition or extraordinary recovery. Ryan's greatest lesson was parked right in his driveway.

Today, Ryan speaks to organizations around the world about the life-changing power of prioritizing joy. Through the story of his Elvis-inspired 1960 pink Cadillac, he shares The JoyAudit, an accessible framework designed to improve mental health, fuel performance, and transform culture. By harnessing the power of joy, Ryan helps audiences step back so they can show up better, all by asking one simple question: What's Your Pink Cadillac?



JAMIE SINGER
Senior Managing Director
FTI Consulting

Responding Effectively to Cybersecurity Incidents

Jamie Singer co-leads FTI Consulting's Cybersecurity & Data Privacy Communications practice, and has counseled hundreds of organizations including Fortune 500 companies through some of the most high-profile and largest cybersecurity crises of the past decade. Jamie works closely with leading cybersecurity law firms, insurance companies and forensics providers to assist organizations with strategic communications and reputation management services before, during and after significant cyber incidents. In the health care industry specifically, Jamie is a recognized expert, speaker and thought leader in cybersecurity crisis communications. She has supported major health systems, hospitals and insurance companies through some of the largest health care data breaches on record. Jamie is recognized for her exceptional ability to strategically lead clients through the complexity of a high-impact crisis in a challenging environment with a critical eye on reputation management and responsive crisis communications.







NHA Presenter Biographies



ASHLEI SPIVEY
State Senator
State of Nebraska

State Senator Legislative Panel

Senator Ashlei Spivey proudly represents District 13 in the Nebraska Legislature, bringing a lifelong commitment to uplifting the North Omaha community where she was born and raised. A dedicated community advocate, nonprofit leader, and champion for equity, Senator Spivey holds a bachelor's degree in Communications and Marketing from Jackson State University and pursued graduate studies in Urban Social Planning at the University of Texas at Arlington. She is the founder of I Be Black Girl, a nonprofit organization focused on advancing maternal and child health, and has extensive experience in nonprofit leadership, economic development, and public health. Throughout her career, Senator Spivey has worked to improve access to quality education, healthcare, and economic opportunities for underserved communities. Guided by her deep roots in District 13, she is passionate about amplifying community voices, addressing systemic inequities, and creating a stronger, healthier, and more prosperous future for all Nebraskans.



BRENTON HILL JD, MHA
Head of Operations & General Counsel
Coalition for Health AI (CHAI)

AI Innovation at Nebraska Hospitals

Brenton W. Hill is Head of Operations and General Counsel for the Coalition for Health AI (CHAI), a leading nonprofit organization focused on advancing the responsible use of artificial intelligence in health care. Drawing on his background as both an attorney and health care administrator, he helps guide CHAI's operational strategy, governance, and industry engagement. Prior to joining CHAI, Brenton led regulatory strategy and compliance work for Mayo Clinic Platform, where he focused on AI regulation, risk management, and implementation governance. He holds a Juris Doctor and Master of Health Administration from the University of Kentucky and is passionate about helping the health sector responsibly adopt AI to improve patient care and outcomes.



CALEB BERG MS
Workforce Program Manager
Nebraska Hospital Association

Workforce Initiatives in Nebraska: New Partnerships, New Pathways & New Opportunities

Caleb serves as the Workforce Program Manager for Nebraska Hospital Association (NHA), bringing experience in workforce development and experience in dual credit programming at the postsecondary level. He earned a Bachelor of Science degree from Iowa State University and a Master of Science degree from Boston College. Caleb is passionate about building strong talent pipelines that create value for individuals, hospitals, and education partners.



CHANDRA ANDERSON MBA, MSN, RN
Interim Chief Strategy & Revenue Officer
Lexington Regional Health Center

Data to Decisions: Driving Efficiency, Utilization & AI in Nebraska Hospitals

Chandra Anderson, RN, serves as Interim Chief Strategy & Revenue Officer at Lexington Regional Health Center, providing executive leadership for organizational strategy, quality and performance improvement, compliance, informatics, and revenue cycle operations. With a clinical nursing background and extensive rural health care leadership experience, she has led initiatives focused on quality, performance improvement, care coordination, and organizational transformation. Chandra recently completed the Johns Hopkins University AI in Healthcare Certificate Program and is particularly interested in helping rural and community hospitals leverage data, artificial intelligence, and emerging technologies to improve outcomes, strengthen care coordination, and support sustainable health care delivery.



CHRISTINE WIDMAN MHA, CBIS
Executive Vice President, Operations
Nebraska Hospital Association

Workforce Initiatives in Nebraska: New Partnerships, New Pathways & New Opportunities

Nebraska Medicaid State Directed Payment Program: A Comprehensive Look

Christine Widman serves as Executive Vice President of Operations for the NHA, where she leads initiatives to strengthen Nebraska's hospital workforce, support hospital sustainability, and improve health care access. She oversees workforce development, grant-funded programs, Community Benefit reporting, and key operational functions supporting NHA's mission.
Earlier in her career, Christine worked in public health and clinical rehabilitation, leading federally funded heart disease and stroke prevention initiatives and collaborating with health care providers to improve chronic disease management. She also spent nearly 10 years in neurological rehabilitation, providing physical therapy care for individuals recovering from complex brain injuries and strokes. Christine is a Lean Six Sigma Green Belt, reflecting her commitment to operational excellence and continuous improvement in health care.



COBY BORING
Director, Technology Services
Beatrice Community Hospital

AI Innovation at Nebraska Hospitals

Coby is an accomplished technology leader with more than 20 years of experience driving digital transformation, infrastructure modernization, and technology strategy in health care and enterprise environments. As Director of Technology Services at Beatrice Community Hospital, he leads infrastructure, applications, and data services teams while overseeing strategic long-term technology planning. He is experienced in evaluating and implementing emerging technologies, including AI-driven solutions, cloud platforms, cybersecurity programs, and data and enterprise applications. He has proven success leading large-scale transformation initiatives such as Epic EHR implementation, cloud adoption, governance programs, and security modernization. Coby combines deep technical expertise across Microsoft 365, Azure, virtualization, cybersecurity, and enterprise architecture with strong leadership, project management, and stakeholder engagement skills to align technology innovation with organizational goals and operational excellence.



CORI PIERCE CRCR, CBIS
Senior Health Care Advisor
Nebraska Hospital Association

Delays, Denials & Appeals: Nebraska Revenue Cycle Update

Navigating the Medicare Advantage Landscape

Cori Pierce is a Senior Health Care Advisor with the NHA, specializing in revenue cycle optimization, rural health care analytics, and strategic advisory services for Critical Access Hospitals and Rural Health Clinics. With more than 12 years of experience in rural health care operations and revenue cycle management, she brings expertise in payer operations, denial management, reimbursement, and analytics. Cori works closely with hospital leaders to turn complex data into actionable strategies that support operational improvement, financial stability, and informed decision-making.



DAVID SLATTERY
Senior Director, State & Rural Policy
Nebraska Hospital Association

NHA State & Federal Policy Update

David Slattery is Senior Director of State & Rural Policy for the Nebraska Hospital Association, where he leads state policy and advocacy efforts on behalf of Nebraska hospitals and administers the NHA Political Action Committee. A recognized leader in Nebraska health care, he has served as President of the Nebraska Rural Health Association and President of the Nebraska Chapter of HOSA–Future Health Professionals, advancing rural health, workforce development, and health care education. Prior to joining the NHA, David worked in the Nebraska Legislature as a legislative aide and spent more than three years with the Office of the Clerk of the U.S. House of Representatives, gaining extensive experience in state and federal policymaking.

NHA Presenter Biographies (Cont.)



DEREK BAILEY CRPS, AIF, NQPC
Vice President, Retirement Plan Services
USI Consulting Group

Attract & Retain Key Employees

Derek has 20 years of experience in building/designing retirement plans that help attract and retain employees. He has obtained key designations such as Chartered Retirement Plan Specialist and Non-Qualified Plan Consultant. He and his team have worked with several hospitals to create unique programs that meet the needs and goals of both the organization and each key employee.



JENNIFER BENSON JD, MHA
Manager, Community Benefit & Engagement
Children's Nebraska

Leveraging the CHNA to Drive Strategic Workforce & Community Investments

Jennifer Patten Benson is the Manager of Community Benefit and Engagement at Children's Nebraska. As part of the division of Community Health & Advocacy, Jen's team is responsible for data and reporting related to Community Health Needs and for enhancing relationships and programs between Children's Nebraska and community partners. Jen joined Children's in 2021 after spending most of her career working in non-profit leadership and fundraising roles. Her team conducts a triennial Pediatric Community Health Needs Assessment (P-CHNA) covering Douglas, Sarpy, Pottawattamie, and Cass Counties that helps identify and validate the most pressing child health needs in the Omaha metro area. She then collaborates with Children's teams and community partners on developing programs and partnerships that improve the health of children and families in her community.



HEATHER BRAHMSTEADT MSN, RN
Director, Med Surg & Hospital Education Departments
York General Hospital

Expanding Bahavioral Health Services in Nebraska

As a nursing leader in a rural critical access hospital, Heather's professional experience centers on improving access to high-quality care, strengthening the health care workforce, and developing sustainable systems that better meet the needs of rural communities. Her work has included leading quality and patient safety initiatives, advancing evidence-based practice, and helping to develop and support health care professionals collaboratively within the community and with statewide partners to address gaps in care. Behavioral health has become an increasingly important issue in rural health, where workforce shortages, limited local resources, transportation challenges, stigma, and gaps in referral and follow-up services can create significant barriers to care. Heather has a particular interest in how rural health care organizations address behavioral health needs through innovative workforce models, stronger community and statewide partnerships, and creative approaches to connecting patients with services closer to home, such as telehealth options in rural areas. She is passionate about identifying practical, sustainable solutions that reduce barriers and strengthen the continuum of care for rural Nebraskans.



JENNIFER SHAW MBA
Senior Health Care Advisor
Nebraska Hospital Association

Delays, Denials & Appeals: Nebraska Revenue Cycle Update

Navigating the Medicare Advantage Landscape

Jennifer Shaw is a health care revenue cycle expert with extensive experience across the full revenue cycle, including charge capture, claims system implementation, denials management, payer performance, and reimbursement optimization. She has led large-scale EHR and claims system implementations, served as a subject matter expert for claims processing and CDM testing, and developed automated solutions to reduce denials and improve reimbursement. With expertise in platforms including Epic, Meditech, Cerner, Change Healthcare, Waystar, Trubridge, and Quadax, Jennifer effectively bridges IT, revenue cycle operations, and executive strategy. She currently advises Critical Access Hospitals and Rural Emergency Hospitals on revenue cycle strategy and has supported health care organizations nationwide through consulting, systems leadership, and large-scale implementation projects.



IVAN MITCHELL FACHE, MHA, MPA
Chief Executive Officer
Great Plains Health

Navigating the Medicare Advantage Landscape

Ivan Mitchell is the Chief Executive Officer at Great Plains Health and is responsible for leading the health system. He previously served as COO at Great Plains Health for six years. Prior to relocating to North Platte, he served as CEO at Towner County Medical Center in Cando, ND; administrative director at Jefferson Regional Medical Center in Pine Bluff, AR; and radiology and cardiology service manager at Intermountain Park City Medical Center in Park City, UT. He received a Bachelor of Science degree in nuclear medicine from Weber State University, and a dual master's degree in public administration and health care administration from the University of Utah. Mitchell is a fellow of the American College of Healthcare Executives (FACHE), and certified as a nursing home administrator (NHA) and nuclear medicine technologist (CNMT). He is active in the North Platte community, previously on the North Platte Public School Board, the North Platte Economic Development Committee, and the North Platte Housing Task Force.



JEREMY NORDQUIST MPA
President & CEO
Nebraska Hospital Association

Nebraska Medicaid State Directed Payment Program: A Comprehensive Look

Jeremy Nordquist has served as President and CEO of the Nebraska Hospital Association since December 2021, bringing extensive experience in government, health care, and nonprofit leadership. Prior to 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. Earlier in his career, he served as chief of staff to U.S. Representatives Brad Ashford and Tom O'Halleran, helping advance policies to improve rural, veterans', and Native American health care and supporting legislation that led to Omaha's new VA ambulatory care clinic.

From 2009 to 2015, Nordquist represented downtown and south Omaha in the Nebraska Legislature, where he chaired the Retirement Systems Committee and built bipartisan coalitions on health care, workforce, education, and retirement policy. He also chaired the Health Committee for the National Conference of State Legislatures and served on its Executive Committee. A frequent media commentator, 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.

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NHA Presenter Biographies (Cont.)



JIM ULRICH
Chief Executive Officer
York General

AI Innovation at Nebraska Hospitals

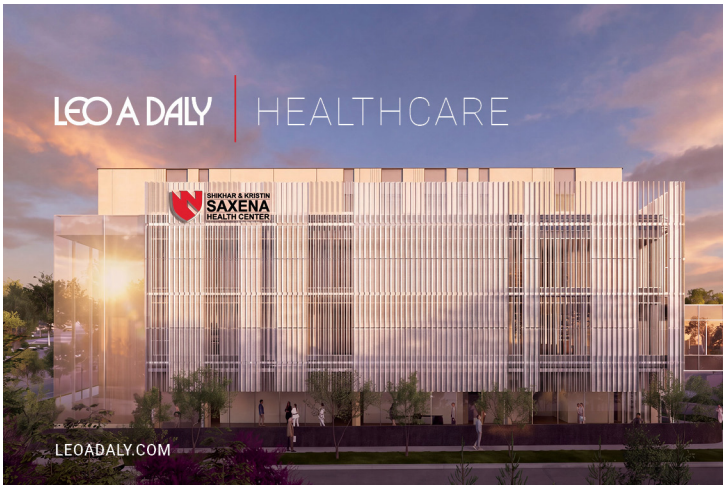
Jim Ulrich has served as Chief Executive Officer of York General since 2016, bringing more than 35 years of health care experience and a strong commitment to rural health and community well-being. A Nebraska native, Jim began his career as a CPA with Seim Johnson before moving into leadership roles at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



JOHN FREDRICKSON BS, MS
State Senator
State of Nebraska

State Senator Legislative Panel

John Fredrickson is a father, husband, mental health professional, educator, and Nebraska state senator representing District 20. An Omaha native and graduate of Skutt Catholic High School, he earned his bachelor's degree in Social Work from NYU and a master's degree from Columbia University before returning home with his husband and son to raise their family. Over the past decade, John has worked as a mental health provider, educator, and advocate, including serving as a senior clinician at NYU's Student Health Center, teaching graduate courses at Columbia University, and operating his own private practice. His experience helping people from diverse backgrounds informs his approach to public service and his commitment to evidence-based policy. In the Nebraska Legislature, John has passed legislation addressing telehealth, protections for survivors of assault and abuse, food insecurity, suicide prevention, and access to higher education. He believes Nebraska's "Good Life" should be an opportunity for all, supported by strong public schools, affordable quality health care, safe communities, and a thriving local economy.





JON PRUITT MHA
Senior Vice President
CHC Supply Trust

Optimizing Procurement & Contract Compliance to Improve Financial Resiliency

With more than 30 years of experience in health care supply chain leadership, Jon has extensive expertise in group purchasing organizations (GPOs), procurement strategy, and operational efficiency. He currently leads a GPO channel partner relationship with HealthTrust and previously spent 12 years working with Broadlane and Vizient. In addition to more than a decade of hospital operations experience, Jon co-developed a centralized procurement model for a large GPO, helping organizations streamline purchasing and maximize value across the supply chain.



KARA STOCKDALE JD
Partner
Baird Holm LLP

Immigration Update: Employing Foreign Nationals in a Rapidly Changing Environment

Kara E. Stockdale advises employers on labor and employment matters and employment-based immigration. She partners with organizations across a variety of industries, including health care, higher education, technology, financial services, engineering, manufacturing, and transportation, to develop immigration strategies and obtain temporary work visas and permanent residence sponsorship for foreign nationals. Kara has particular experience assisting health care employers with J-1 waivers for foreign medical graduates. She counsels employers on immigration compliance, including Form I-9 requirements, government investigations, and immigration worksite enforcement, and represents clients before administrative agencies such as the EEOC, NEOC, and U.S. Department of Labor.



KATIE CURTIS
Chief Information Officer
Rightfiber

AI Innovation at Nebraska Hospitals

Katie is an accomplished technology leader with extensive experience driving digital transformation, enterprise cybersecurity, and strategic IT integrations within the telecommunications industry. As Chief Information Officer, she is currently leading the technology merger and operational integration of Great Plains Communications and Rightfiber. Katie's approach to Artificial Intelligence centers on pragmatism, governance, and robust data architecture. Under her leadership, the organization has prioritized building a clean, modern data foundation by centralizing and modeling enterprise data within Snowflake to enable scalable, high-value AI applications. Her team also leverages strategic third-party platforms to deploy governed AI use cases focused on operational decision-making, employee productivity, and network support and optimization.



KAY MEINTS MSN, RN
Director & Service Leader, Behavioral Health Dept. & Care Management
Methodist Fremont Health

Expanding Bahavioral Health Services in Nebraska

Kay is a registered nurse with 15 years of health care experience, approximately 10 years in leadership, and a Master of Science in Nursing. She currently serves as the Director of Behavioral Health and Case Management for a rural Nebraska hospital. Her expertise includes behavioral health program development and service-line expansion, change leadership, care-delivery optimization, resource and capacity management, regulatory compliance, and cross-functional collaboration. Kay's previous experience in patient safety and accreditation, along with clinical roles across multiple care settings, gives her a broad perspective on developing sustainable services. Through this work, she has gained practical insight into the opportunities and challenges of expanding behavioral health care access while meeting the unique needs of rural Nebraska communities.

NHA Presenter Biographies (Cont.)



KAYLA BAKER LIMHP, LPC, LADC
Mental Health Director & Therapist
Boone County Health Center

Expanding Bahavioral Health Services in Nebraska

Kayla has been a licensed therapist in Nebraska for 10 years. Throughout her career, she has worked in a variety of mental health and substance use treatment settings, including serving as an Intensive Outpatient Program (IOP) supervisor in Norfolk and a school-based therapist in Niobrara. She currently practices in an outpatient setting at Boone County Health Center, which serves seven rural counties and operates six satellite clinics outside its main campus in Albion.



LARRA PETERSEN-LUKENDA PHD, MA
Chief Population Health Officer & Interim CEO
CyncHealth

Data to Decisions: Driving Efficiency, Utilization & AI in Nebraska Hospitals

With extensive experience in health care analytics, population health, and public sector leadership, Larra leads a team of clinical subject matter experts and data analytics professionals at CyncHealth, advancing population health initiatives through the use of clinical, social, pharmacy, utilization, and claims data. Larra works closely with community stakeholders and cross-functional partners to translate complex data into actionable insights that improve health system performance and support local health care initiatives. Throughout her career, Larra has secured partnerships with universities, public health agencies, community organizations, and national professional groups to advance health data literacy and interoperability. Prior to joining CyncHealth, Larra served as Deputy Director for Medicaid and Long-Term Care, overseeing statewide managed care programs, health care informatics, analytics, and federally funded business systems. Larra also completed a specialized two-year clinical and research fellowship at Mayo Clinic focused on patient self-management.



LILY AMARE JD
Partner
Cline Williams Wright Johnson & Oldfather LLP

Reasonable Accommodation or Magical Thinking? What the ADA Actually Requires)

Lily is a Partner at Cline Williams, where she represents and counsels organizations on general litigation and a full spectrum of workplace legal issues, including FMLA, ADA, NFEPA, wage and hour compliance, and education/school law. For more than 10 years, she has worked with organizations across a range of industries, supporting them through tricky workplace disputes, compliance issues, and litigation. Lily has also handled Title IX matters, advising and representing educational institutions in investigations and litigation, as well as disciplinary hearings involving due process matters for school districts and higher education. Her priority is to offer clients practical, real-world advice, whether that's wage and hour audits, discrimination and harassment claims, disability accommodation issues, or everyday workplace policy questions. In the education sector, she brings that same practical mindset to Title IX compliance and litigation, as well as to her role in disciplinary hearings involving due process matters, where getting the process right really matters.



LORANCE NEWBURN MD, MBA
Chief Medical Officer, Staff Family Physician
Saunders Medical Center

Data to Decisions: Driving Efficiency, Utilization & AI in Nebraska Hospitals

After completing a residency in family practice, Lorance fulfilled a four-year active-duty Army commitment at Fort Carson in Colorado from 1998 to 2002. Since completing military service, he has practiced family medicine in rural Nebraska, serving patients in Seward from 2002 to 2017 and in Wahoo since 2017. His experience includes emergency, inpatient, obstetrical, and outpatient primary care.



MARY GODDEERIS MS
Principal
Health Management Associates (HMA)

Nebraska Medicaid State Directed Payment Program: A Comprehensive Look

Since joining HMA in 2009, Mary has focused on enhancing provider reimbursement for the Medicaid and uninsured populations, with a particular emphasis on hospitals and health systems. Working with hospitals, nursing facilities, and other providers in more than 25 states, including Nebraska, she has advised on the design, modeling, implementation, and ongoing maintenance of Medicaid upper payment limit, state-directed payment, and disproportionate share hospital payment programs, primarily funded through provider assessments and intergovernmental transfers. Mary also provides strategic guidance on the evolving federal and state regulatory landscape governing Medicaid financing and reimbursement. She helps states, providers, and trade associations evaluate the operational, financial, and policy implications of legislative and regulatory changes; develop policy recommendations; and implement compliant Medicaid financing and payment strategies.



MEGAN WORD
Government Relations Director, Nebraska & Kansas
American Cancer Society Cancer Action Network

Medicaid is Changing: What Nebraska Hospitals Need to Know

Megan Word serves as Government Relations Director for Kansas and Nebraska at the American Cancer Society Cancer Action Network (ACS CAN), where she leads state advocacy, public policy, and legislative engagement efforts. With more than 20 years of experience working in and with state legislatures, Megan has built a distinguished career navigating complex policy issues, developing strategic advocacy campaigns, and fostering collaboration among lawmakers, government agencies, nonprofit organizations, and community stakeholders.



MEGHAN CHAFFEE JD
Chief Advocacy & Legal Officer
Nebraska Hospital Association

Medicaid is Changing: What Nebraska Hospitals Need to Know

State Senator Legislative Panel

NHA State & Federal Policy Update

Meghan Chaffee serves as Chief Advocacy & Legal Officer at the 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 the NHA, Meghan held the position of Chief Legal Counsel at CyncHealth. With thirteen 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.



MICHAEL HASSELBERG PHD, RN, PMHNP-BC
Chief Transformation & Digital Officer
Nebraska Medicine

AI Innovation at Nebraska Hospitals

Dr. Hasselberg serves as Chief Transformation and Digital Officer for Nebraska Medicine, where he leads information technology, innovation, and strategic transformation initiatives that advance care delivery, improve patient outcomes, and enhance the clinician experience. He is also a professor of family medicine at the University of Nebraska Medical Center. Prior to joining Nebraska Medicine, Dr. Hasselberg spent more than 20 years at the University of Rochester, including serving as UR Medicine's first Chief Digital Health Officer. A nationally recognized leader in digital health and innovation, he advises health systems and organizations across the country and serves on the National Academies Standing Committee on Primary Care.

COLUMBUS COMMUNITY HOSPITAL

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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 hospital 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), Heartland Health Alliance (HHA) and Vizient, a healthcare performance improvement company.

OUR PEOPLE

61:15
Active medical staff of 61 physicians representing 15 medical specialties

1,000
More than 1,000 employees

189:89
Approximately 189 adult volunteers and 89 VolunTEENs

18
Additional 18 specialty services available for the community on an intermittent basis from visiting physicians

TOTAL ANNUAL ADMISSIONS

Inpatient admissions:	2,524*
Emergency visits:	13,390
Outpatient procedures:	2,633
Inpatient procedures:	470

*The inpatient admissions total includes 551 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 completed a **$35 million** expansion and renovation project. This **50,000**-square-foot project enhanced our surgical services area and maternal child health department along with 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, which included the addition of Columbus Sports Performance Center and Premier Physical Therapy.
- **Coming soon,** the Mead Family Cancer Center will open in fall 2026. It will span 26,500 square feet and consolidate CCH's oncology services, including infusion therapy, radiation oncology (Columbus Cancer Care), medical oncology (Hematology & Oncology Consultants, PC), PET/CT imaging and patient navigation — all in one location.

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NHA Presenter Biographies (Cont.)



MICHAEL SMITH MD

Associate Professor | University of Nebraska Medical Center
CEO/Founder Great | Healthcare Improv

Yes, And...The Secret to Better Communication

Mike is an Associate Professor and practicing academic Hospitalist at the University of Nebraska Medical Center since moving back to Omaha in 2014. That Christmas, he was given improv lessons at The Backline Theater as a gift. He initially hid the fact that he performed improv from everyone, especially his coworkers, but began to incorporate the skills of improv into his job as a physician and an educator of future health care providers with extremely positive results. In 2018, he developed five workshops for the faculty development department at UNMC. Since then, he has led over 200 workshops and experiences using improv to educate other health care providers and professionals across the country in communication, wellness, and leadership skills. He still performs in monthly improv shows with his two regularly performing teams, Dad Jokes and Biscuits. He is frequently a Top Teacher for both medical students and residents.e.



RENEE RAFFERTY MS, LIMHP, LPC

Senior Vice President, Behavioral Health & Wellness
Children's Nebraska

Expanding Behavioral Health Services in Nebraska

Renee Rafferty serves as Senior Vice President of Behavioral Health and Wellness at Children's Nebraska and leads the development and launch of the Behavioral Health & Wellness Center, a comprehensive continuum designed to transform pediatric behavioral health care in the region. With more than 30 years of experience, including over 20 years in health care leadership, Renee has worked across inpatient, residential, outpatient, crisis, and substance use treatment settings. She is recognized for building integrated, trauma-informed, patient-centered systems of care and for leading complex program and facility development initiatives. Renee is deeply committed to advancing access, quality, equity, and innovation in behavioral health care for children, adolescents, and families.



ROSE LAUGHLIN

Attorney
Baird Holm LLP

Immigration Update: Employing Foreign Nationals in a Rapidly Changing Environment

Rose Laughlin advises employers in various industries with respect to employment-based immigration. She assists employers seeking to sponsor foreign nationals for work authorization through nonimmigrant visas as well as immigrant visas (permanent residence) in the United States. Rose works with employers sponsoring foreign nationals in a variety of industries, including education/academia, IT, financial services, architecture, engineering, manufacturing, transportation, and health care. In the health care sector, she frequently works with clients seeking assistance with J-1 waivers for foreign medical graduates who complete residency training in the United States. Rose advises employers with regard to personnel policies and decisions and Form I-9 compliance. She represents clients in immigration matters in administrative proceedings pursuant to DOL and DHS matters. Prior to joining Baird Holm, she worked for the Department of Homeland Security in various positions within United States Citizenship and Immigration Services and the Department of Justice through the DOJ Attorney General Honors Program.



STACIE ADCOCK

Director, Access Services & Financial Counseling
Nebraska Medicine

Medicaid is Changing: What Nebraska Hospitals Need to Know

Stacie Adcock serves as the Director of Access Services with extensive experience in patient access, financial counseling, Medicaid eligibility, and revenue cycle operations. Her expertise includes developing workflows, reporting, patient outreach, and staff education to support Medicaid renewals and preparation for Medicaid work requirements.



STAN ODENTHAL JD, MA

Senior Director, Workforce Initiatives
Nebraska Hospital Association

Workforce Initiatives in Nebraska: New Partnerships, New Pathways & New Opportunities

Stan is the Senior Director of Workforce Initiatives at the NHA, where he leads statewide efforts to strengthen and grow Nebraska's health care workforce pipeline. Stan brings extensive experience in workforce development, education partnerships, and talent strategy, and is passionate about helping job seekers discover meaningful careers that make a difference in their communities. He has led a variety of government and nonprofit programs in Nebraska and has worked nationally as a consultant focusing on workforce development, strategic planning, and public policy.



STEPHANIE KNIGHT MA, LIMHP/LADC

Director, Integrated Services
Fillmore County Hospital

Expanding Behavioral Health Services in Nebraska

Stephanie Knight has more than 15 years of experience developing, expanding, and leading behavioral health services within a rural Critical Access Hospital. In her role as Director of Integrated Services at Fillmore County Hospital, she has helped build a comprehensive behavioral health service line designed around the unique needs and access challenges of rural communities. Her experience includes outpatient mental health and substance use services, psychiatric medication management, senior and skills-based group programming, 24/7 crisis response, tele-behavioral health, school-based behavioral health partnerships, employee assistance services, and integration of behavioral health within primary care and other hospital services.

Much of her work has focused on identifying gaps in rural behavioral health care and finding practical, sustainable ways to meet people where they are through integration, telehealth, community and school partnerships, workforce development, and innovative service delivery. She has firsthand experience navigating the reimbursement, workforce, operational, and geographic challenges unique to rural behavioral health and Critical Access Hospitals while developing programs and partnerships that expand access across multiple rural Nebraska communities.



STEVEN LEITCH MD

Vice President, Medical Informatics (CMIO)
CommonSpirit Health

Data to Decisions: Driving Efficiency, Utilization & AI in Nebraska Hospitals

With more than 25 years of clinical experience spanning ambulatory care, inpatient care, hospital medicine, and medical staff leadership, Steven Leitch brings extensive expertise in health information technology and clinical transformation. Steven has led multiple electronic health record implementations, including both Cerner and Epic platforms, served in health information exchange leadership through CyncHealth, and implemented robotic process automation and artificial intelligence solutions to improve care delivery, close health maintenance gaps, and support early cancer detection. Steven earned a medical degree from the University of Missouri-Kansas City and completed an Internal Medicine residency at Mayo Clinic.



TAMARA WIENS MSN, RN

Director, Compliance & Quality
York General

Leveraging the CHNA to Drive Strategic Workforce & Community Investments

Tamara has been employed by York General for 23 years, serving in a variety of roles. She transitioned into quality-focused work in 2007. Throughout her tenure, she has witnessed the evolution of the Community Health Needs Assessment (CHNA) process and its growing role in helping York General understand and respond to the needs of the community.

NHA Presenter Biographies (Cont.)



TIFFANY ROEPSCH
Associate/Attorney
Baird Holm LLP

Practical Strategies for Handling Difficult Patient Situations

Tiffany Roepsch counsels health systems, hospitals, and other health care providers on regulatory compliance, contracting, health care risk management, policy development, patient care issues, and medical staff and peer review matters. Her work frequently involves matters relating to Medicare Conditions of Participation, EMTALA, HIPAA and other privacy laws, licensure, and health care operations. Prior to joining Baird Holm, Tiffany served as Deputy General Counsel for a large regional health system and as Associate General Counsel for an academic medical center. Earlier in her career, she represented health care providers across the continuum of care on regulatory, transactional, governance, and corporate matters. behavioral health care for children, adolescents, and families.



VICKIE B. AHLERS
Partner/Attorney
Baird Holm LLP

Practical Strategies for Handling Difficult Patient Situations

Vickie B. Ahlers represents health care clients in matters involving state and federal health care regulation, contracting issues, HIPAA, medical staff issues, and risk management. Vickie also focuses her practice on data privacy and governance for businesses across all industry sectors. She counsels clients of all sizes, ranging from small critical access hospitals to Fortune 20 companies, on data management, contracting, and governance. She has handled hundreds of data breach analyses and response efforts from initial incident response to regulatory enforcement defense.

Vickie is the Chair of the Firm's Health Care section and leads the firm's Privacy & Data Protection group. She has spoken to numerous industry groups such as the American Hospital Association and the Health Care Compliance Association on the topic of privacy and security for health care providers, insurers, and employers. She has been listed in the top band of Chambers USA, America's Leading Lawyers for Business (© 2013). Since 2007, Vickie has been selected by her peers for inclusion in The Best Lawyers in America® in the field of Health Care Law and was named Best Lawyers' Omaha Healthcare Lawyer of the Year by Best Lawyers in 2013, 2020, and 2024 for Omaha Healthcare.



TIMMY TAMISIEA
Executive Director
Launch Leadership, Inc.

Yes, And...The Secret to Better Communication

Timmy Tamisiea is the Executive Director of Launch Leadership, a Nebraska-based nonprofit that develops young leaders through experiential leadership education. A volunteer with the organization for more than 30 years before becoming Executive Director in 2025, he now leads programming, organizational growth, and community partnerships serving approximately 1,000 young people annually. Timmy is also a professional improviser, writer, educator, and co-founder of Healthcare Improv, bringing more than two decades of experience in entertainment, education, and performance. Alongside Dr. Mike Smith of the University of Nebraska Medical Center, he helped develop Healthcare Improv to apply the principles of improvisation to health care education and professional development, emphasizing skills such as listening, empathy, adaptability, and collaboration.





TONY SORRENTINO
State Senator
State of Nebraska

State Senator Legislative Panel

Tony Sorrentino is a Nebraska State Senator representing District 39 and a seasoned attorney, Certified Public Accountant (CPA), and employee benefits consultant with more than 45 years of experience serving Nebraska businesses. During his 32-year career at SilverStone Group, he held several executive leadership roles, including General Counsel, Chief Operating Officer, Chief Compliance Officer, and President, and also worked with Mutual of Omaha, Omaha National Bank, and Deloitte. In addition to his legislative service, Tony is an Adjunct Professor of Law at Creighton University and the founder of Health Plan Fiduciary Compliance, LLC, where he specializes in federal compliance for employer-sponsored health plans, Medicare, Medicaid, and medical malpractice. He remains actively involved in community and higher education leadership through service with El Museo Latino and Doane University.



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WEDNESDAY, OCTOBER 21

7:30 A.M. – 8:00 A.M.

ACHE OF NEBRASKA & WESTERN IOWA ANNUAL BREAKFAST MEETING

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.

8:00 A.M. – 9:30 A.M.

ADDRESSING CONFLICT IN HEALTH CARE ORGANIZATIONS — RESOURCES TO EMPOWER HEALTH CARE LEADERS TO IDENTIFY INTERVENE & SUCCESSFULLY ADDRESS CONFLICT

Dr. Katie Brandert | Assistant Dean for Public Health Practice, University of Nebraska Medical Center
Michael DeLanie | Vice President, Business Partnerships, NHA Subsidiaries
Tina Pate, MSN, RN, CEN | Chief Nursing Officer, Great Plains Health
Trina White, DrPH, MBA, MSPT, FACHE, FACMPE | Assistant Professor & MHA Program Director, Health Services Research & Administration, UNMC

A strong health care culture supports employee engagement, teamwork, and organizational success. While conflict is a natural part of the workplace, unresolved conflict can damage trust and morale. This panel discussion will explore how leaders can identify and address unhealthy conflict while fostering a positive, high-performing organizational culture.

The culture of a health care organization plays a critically important role in shaping the work environment for its employees, providers, and stakeholders. Organizations with a healthy culture recruit the best and brightest people, exude high morale and high job satisfaction by their employees, and demonstrate high performing teamwork, which all leads to better organizational performance. Conflict is normal and exists in every team and organization. Some conflict is healthy and is a part of a diverse, innovative culture. However, unhealthy conflict can lead to distrust and if unaddressed, an unhealthy culture. Leaders need to be able to identify unhealthy conflict early and address it. This panel discussion will focus on how to identify and address unhealthy conflict as well as methods to develop and support a healthy organizational culture.

THURSDAY, OCTOBER 22

5:30 P.M. – 7:00 P.M.

ACHE HAPPY HOUR SOCIAL

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

RSVP: Here



BlueCross BlueShield Nebraska

NHA Presenter Biographies | ACHE Speakers



DR. KATIE BRANDERT

Assistant Dean for Public Health Practice
University of Nebraska Medical Center

ACHE SPEAKER

Addressing Conflict in Health Care Organizations — Resources to Empower Health Care Leaders to Identify, Intervene & Successfully Address Conflict

Dr. Katie Brandert is a sought-after executive coach and master facilitator with more than two decades of experience helping health care and public health leaders navigate the messier side of organizational life — conflict, culture, and the human dynamics that shape how teams and institutions function.

Katie holds certifications in a range of tools and assessments focused on conflict, change management, personality and behavior, and organizational culture — giving her both the frameworks and the hands-on experience to move leaders from insight to action. She has designed and taught in leadership programs across public health and health care, including the RWJF Clinical Scholars Program, the ACOG Cefalo National Leadership Institute, the South Dakota Physicians Leadership Institute, and the Great Plains Leadership Institute, among others.

As Assistant Dean for Public Health Practice and Assistant Professor of Health Promotion at the UNMC College of Public Health, she bridges academia and real-world practice — coaching leaders as they build teams, cultures, and organizations where everyone thrives.

Katie earned her PhD in Leadership Studies, Master of Public Health, and bachelor's in Communication Studies and Psychology from the University of Nebraska system. Based in Omaha, she enjoys exploring the local restaurant scene, growing tomatoes in her garden, and spending time with her sons who keep her grounded and laughing.



MICHAEL DELANIE

Vice President, Business Partnerships
NHA Subsidiaries

ACHE SPEAKER

Addressing Conflict in Health Care Organizations — Resources to Empower Health Care Leaders to Identify, Intervene & Successfully Address Conflict

Michael DeLanie serves as Vice President of Business Partnerships with the Nebraska Hospital Association (NHA), partnering with executive leadership and the Board to help shape and execute the strategic direction of NHA Services and Bio-Electronics. In this role, he focuses on building and strengthening partnerships that deliver meaningful value to Nebraska hospitals, supporting financial sustainability, operational efficiency, and long-term viability.

Since joining NHA in January 2022, Michael has focused on listening to and understanding the challenges facing member hospitals and aligning trusted solutions to help address those needs in practical and cost-effective ways. This includes supporting hospitals through NHA's preferred partnership program as well as services provided through Bio-Electronics. Prior to joining NHA, Michael served as a Senior Business Development Manager with Spreetail, where he built relationships with manufacturers across multiple industries to help expand and strengthen their e-commerce presence. Before Spreetail, he was Team Lead for Aureus Group's Healthcare Leadership Division, specializing in executive workforce solutions for community hospitals, critical access hospitals, long-term acute care hospitals, and multi-specialty clinics across Nebraska and Kansas.

Earlier in his career, Michael worked for a national allied health care search firm and was recognized as Allied Recruiter of the Year in 2012. He holds a bachelor's degree in Nutrition, Health and Exercise Science from the University of Nebraska–Lincoln. Michael is also a graduate of Leadership Nebraska Class 17 through the Nebraska Chamber of Commerce & Industry, where he gained a broader perspective on statewide economic development, public policy, and cross-industry collaboration. Outside of the office, Michael enjoys spending time with family and friends and can usually be found watching a sporting event.



TINA PATE MSN, RN, CEN

Chief Nursing Officer
Great Plains Health

ACHE SPEAKER

Addressing Conflict in Health Care Organizations — Resources to Empower Health Care Leaders to Identify, Intervene & Successfully Address Conflict

Tina Pate, MSN, RN, CEN, is Chief Nursing Officer at Great Plains Health in North Platte, Neb. With more than 24 years of nursing and health care leadership experience, she is known for advancing nursing excellence, workforce development, and patient outcomes across rural health care settings. A certified emergency nurse, Tina has led initiatives including Primary Stroke Center accreditation, nursing leadership development, and innovative workforce solutions. She currently leads a partnership establishing Nebraska's first-of-its-kind hospital-based Associate Degree Nursing program to strengthen the rural nursing pipeline. Tina is an active advocate through the Nebraska Nurses Association and frequently shares insights on nursing leadership, culture, and workforce transformation through conferences, webinars, and podcasts.



TRINA WHITE DRPH, MBA, MSPT, FACHE, FACMPE

Assistant Professor & MHA Program Director
Health Services Research & Administration

ACHE SPEAKER

Addressing Conflict in Health Care Organizations — Resources to Empower Health Care Leaders to Identify, Intervene & Successfully Address Conflict

Dr. Patrina (Trina) White began her career in health care as an EMT and Physical Therapist, and quickly discovered she also enjoyed health care management. Trina's diverse background includes leadership of physician groups and clinics, service lines, hospitals, ancillary services, home health and various inpatient and outpatient services. Trina has over 30 years of broad leadership experience. Trina loves teaching and in 2023, she made a career change to full-time academia and joined the faculty at the University of Nebraska Medical Center College of Public Health as an assistant professor. She also currently serves as the Director for the MHA Program.

Trina earned her Doctorate in Public Health at the University of Nebraska Medical Center. She has a clinical Master's degree in Physical Therapy from the University of South Dakota and an MBA from the University of Nebraska at Omaha. She is board certified with the American College of Healthcare Executives (FACHE) and also with the Medical Group Management Association (FACMPE).



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METHODIST

WEDNESDAY, OCTOBER 21

AWARDS BANQUET

12:00 P.M. – 1:15 P.M.

The banquet begins at 12:00 P.M. and lunch will be sereved. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Excellence in Service* Award, *Health Care Advocates of the Year, Meritorious Service* Award, *Trustee of the Year* Award, *Quest for Excellence* Awards, and AHA membership awards.

OPENING KEYNOTE

1:30 P.M. – 2:30 P.M.

WHAT'S YOUR PINK CADILLAC?

Ryan Campbell | Global Keynote Speaker, Author, Owner of a Pink Cadillac, Ryan Campbell Speaking LLC



SPONSORED BY:

Nebraska Medicine

This keynote will share a powerful message about redefining success through joy, resilience, and purpose. Drawing on his extraordinary journey from world-record aviator to plane crash survivor, Ryan Campbell uses the JoyAuditTM framework and the story of his Elvis-inspired 1960 pink Cadillac to empower audiences to take back control of their time and commit to what recharges them.

OBJECTIVES:

- Evaluate how intentionally prioritizing joy can improve effectiveness, well-being, and resilience.
- Apply strategies for building resilience and navigating adversity.
- Develop an action plan to take greater control of time and energy by prioritizing what matters most.

BREAKOUT SESSION

2:30 P.M. – 3:20 P.M.

THE ONLY PERMANENT THING IS CHANGE: IMMIGRATION LAW UPDATE FOR HEALTH CARE EMPLOYERS

Dan Oldenburg | Partner, Cline Williams

OBJECTIVES:

- Overview of recent U.S. immigration law and policy changes effecting employers in the healthcare field.
- Relevant information on the process for healthcare employers to "sponsor" foreign national physicians, nurses and allied health professions for U.S. visas and permanent residency.
- Strategic considerations for a constantly changing immigration/ employment landscape.

BREAKOUT SESSION

3:40 P.M. – 4:30 P.M.

NEBRASKA MEDICAID STATE DIRECTED PAYMENT PROGRAM: A COMPREHENSIVE LOOK

Christine Widman, MHA, CBIS | Executive Vice President, Program Operations, NHA

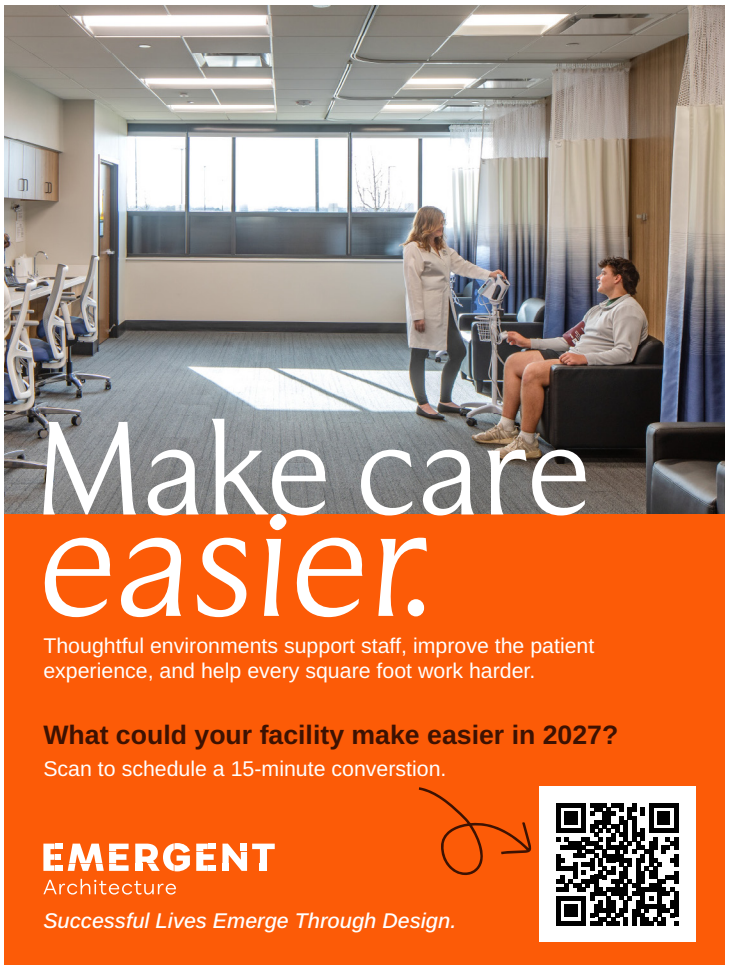
Jeremy Nordquist, MPA | President & CEO, NHA

Mary Goddeeris, MS | Principal, Health Management Associates

In this informative session, staff members from the Nebraska Hospital Association (NHA) and Mary Goddeeris, Principal of Health Management Associates, 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.
- Understand upcoming federal changes to the program.
- Assess financial and operational implications for hospitals across Nebraska.



THURSDAY, OCTOBER 22

OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

RESPONDING EFFECTIVELY TO CYBERSECURITY INCIDENTS

Jamie Singer | Senior Managing Director, FTI Consulting



SPONSORED BY:

CHI Health

Cybersecurity incidents are inevitable, making effective communication essential to protecting reputation, maintaining trust, and meeting regulatory obligations. Drawing on extensive experience supporting health care organizations through data breaches, Jamie Singer of FTI Consulting shares practical strategies for preparing before an incident, responding effectively in real time, and rebuilding confidence afterward with stakeholders, the media, the public, and the media.

OBJECTIVES:

- Develop a proactive communication strategy for cybersecurity incidents.
- Apply best practices for managing communications during a cyber crisis.
- Implement strategies to protect reputation and rebuild stakeholder trust following a cybersecurity incident.

BREAK

9:30 A.M. – 10:00 A.M.

BREAKOUT SESSION

10:00 A.M. – 10:50 A.M.

NHA STATE & FEDERAL POLICY UPDATE

David Slattery | Senior Director, State & Rural Policy, NHA
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA

The NHA Advocacy Team will discuss the hospital and health care related issues facing the state and federal government. Some of the issues for discussion will include HR1 work requirements, upcoming elections, a legislative update, the NHAPAC, and an outlook for the 2027 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.

BREAKOUT SESSION

10:00 A.M. – 10:50 A.M.

DELAYS, DENIALS & APPEALS: NEBRASKA REVENUE CYCLE UPDATE

Cori Pierce, CRCR, CSBI | Senior Health Care Advisor, NHA
Jennifer Shaw, MBA | Senior Health Care Advisor, NHA

Delays, denials, and ineffective appeals continue to create significant challenges for hospital revenue cycles. This presentation provides a practical update on key revenue cycle issues affecting Nebraska hospitals, with a focus on identifying the root causes of claim delays and denials, strengthening denial prevention strategies, and improving appeal outcomes. Participants will explore common denial trends, opportunities to improve processes across the revenue cycle, and practical approaches to documentation, payer communication, and appeals. The presentation will also highlight actionable strategies organizations can use to reduce avoidable revenue loss, improve cash flow, and strengthen accountability across departments.

OBJECTIVES:

- Identify common causes of claim delays and denials affecting Nebraska hospitals and distinguish preventable denials from issues requiring payer intervention.
- Analyze denial trends by root cause, payer, service area, and revenue cycle function to prioritize opportunities for improvement.
- Apply practical strategies to strengthen front-end, clinical, coding, and billing processes that reduce avoidable claim delays and denials.

BREAKOUT SESSION

11:00 A.M. – 11:50 A.M.

NAVIGATING THE MEDICARE ADVANTAGE LANDSCAPE

Cori Pierce, CRCR, CSBI | Senior Health Care Advisor, NHA
Jennifer Shaw, MBA | Senior Health Care Advisor, NHA
Ivan Mitchell, FACHE, MHA, MPA | CEO, Great Plains Health

Medicare Advantage (MA) continues to present significant operational and financial hurdles for health care providers, from administrative delays to rising denial rates. This breakout session offers a two-pronged look at managing MA strain. First, hear directly from a hospital leader who took the bold step of exiting Medicare Advantage contracts and the resulting gains in patient access, patient volume, and financial performance. Next, experts from NHA Advisory Services will showcase actionable strategies and tools designed to streamline prior authorizations and appeals and reduce costly claim delays and denials. From evaluating payer relationships or optimizing current MA workflows, this session provides real-world insights and tactical tools to protect your margin and mission.

OBJECTIVES:

- Analyze real-world case study data demonstrating the effects of leaving Medicare Advantage networks on patient volume, care access, and margins.
- Identify tools and workflow strategies to streamline prior authorization processes and reduce administrative drag on clinical teams.
- Apply strategies to manage Medicare Advantage claim delays and denials.

TRADE SHOW & LUNCH

12:00 P.M. – 2:00 P.M.

Take a break from educational sessions to enjoy lunch, connect with fellow health care leaders, and explore the trade show! Visit with exhibitors to discover innovative products, services, and solutions designed to support your organization and advance health care across Nebraska. It's the perfect opportunity to network, exchange ideas, and build valuable connections.

THURSDAY, OCTOBER 22 (CONT.)

GENERAL SESSION

2:00 P.M. – 3:00 P.M.

MEDICAID IS CHANGING: WHAT NEBRASKA HOSPITALS NEED TO KNOW

Megan Word | Government Relations Director, NE & KS, American Cancer Society Cancer Action Network (ACS CAN)
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA
Sarah Maresh | Program Director, Health Care Access Program, NE Appleseed
Stacie Adcock | Director Access Services & Financial Counseling, Nebraska Medicine

As policy changes from H.R. 1 transform the health care landscape, hospital leaders and teams must keep pace with evolving Medicaid requirements. This general session delivers information into upcoming regulatory shifts, timelines, and implementation. The session will open with a policy overview. Following the briefing, Meghan Chaffee, Chief Advocacy and Legal Officer for the Nebraska Hospital Association, will moderate a panel bringing together perspectives from the American Cancer Society alongside frontline hospital financial counselors and eligibility experts. The panel will bridge high-level policy with on-the-ground reality.

OBJECTIVES:

- Understand major policy changes affecting Medicaid.
- Prepare for key implementation and compliance deadlines.
- Evaluate real-world impacts on hospital operations and patient access.

BREAKOUT SESSION

3:15 P.M. – 4:30 P.M.

BOARD MEMBER EDUCATION SERIES

Holly Dorathy | Healthcare Manager, Lutz
Jason Yungtum | Partner, Cline Wiliams
Jess Paisley, FHFMA | Partner, Eide Bailly
Todd Kenney, CPA, FHFMA | Partner, Forvis Mazars

This session is ideal for anyone new to healthcare finance or looking to strengthen their understanding of the fundamentals. Whether you are a new healthcare professional, hospital leader, or board member, you'll gain valuable insight into how hospitals get paid, understand financial statements and key financial indicators, and recognize important considerations in physician contracting.

OBJECTIVES:

- How Hospitals Get Paid: Payers, Misconceptions & Why It Matters
- Balance Sheet Basics
- Financial Indicators
- Physician Contracting: What Every Board Member Should Know

TRADE SHOW SOCIAL HOUR

4:30 P.M. – 6:00 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!

SOCIAL EVENT

6:00 P.M. – 8:00 P.M.







FRIDAY, OCTOBER 23

CLOSING KEYNOTE

8:30 A.M. – 9:30 A.M.

ROADMAP TO THE 2026 & 2028 ELECTIONS

David Wasserman | Senior Editor & Election Analyst, The Cook Political Report with Amy Walter



SPONSORED BY:

Bryan Health

The 2024 elections ushered in full GOP control of the White House and Congress, but will there be a backlash in 2026 or 2028? In an engaging and strictly nonpartisan presentation, David Wasserman takes audiences on a tour of key Senate, House, and gubernatorial contests that will shape policymaking in Washington and politics for years to come. How will Democrats survive in the wilderness, and what's next for Republicans after Trump? Drawing on his extensive interactions with candidates and strategists on both sides of the aisle, David previews the road ahead and identifies the campaign trends and electoral mood swings that will define the next chapter of American politics.

OBJECTIVES:

- Analyze the political and electoral trends shaping the national policy environment.
- Evaluate potential shifts in the political landscape leading into the 2026 and 2028 elections.
- Anticipate the implications of election outcomes for health care advocacy, policy, and hospital operations.

BREAKOUT SESSION

9:30 A.M. – 10:30 A.M.

AI IN HEALTH CARE: SOME ETHICS QUESTIONS TO CONSIDER

Dr. Leslie Kuhnel | Central Region Vice President, Ethics & Theology, CommonSpirit Health

This session will explore the current landscape of ethical considerations related to the use of artificial intelligence in the health care setting, and will offer a framework to consider ethical dilemmas as hospitals and health care organizations encounter new technological horizons.

OBJECTIVES:

- Identify several of the most pressing ethical dilemmas related to the use of AI in health care.
- Compare the potential benefits and the possible harms associated with the use of AI in health care.
- Explore a framework for ethical consideration intended to stretch your moral imagination related to the use of AI in health care.

GENERAL SESSION

10:45 A.M. – 11:45 A.M.

YES, AND... THE SECRET TO BETTER COMMUNICATION

Michael Smith, MD | Associate Professor, Hospitalist, UNMC, CEO/Founder, Healthcare Improv

Timmy Tamisiea | Executive Director, Launch Leadership, Inc.

In this interactive session, the audience will be introduced to improv theater and how the skills can be applied to their personal and professional life. The story of improv theater as an art form informs how the skills can be used today by health care professionals to help solve some of the most pressing concerns in their professional lives. The audience will have a brief opportunity to practice these skills in a low-risk environment, look for opportunities to practice these skills in their professional setting, and feel the immediate benefits that come with communicating in this style. There will also be a discussion about how these skills apply to communication in a group setting, and the practice of these skills will cause the people around you to see you as a leader, whether you have an official title or not. This session will be fun, informative, and provide a framework to develop how you interact with the people in your life, including your own ideas and expression. Say Yes!

OBJECTIVES:

- Describe the history and social impact of improv theater.
- Experience the connection between the skills necessary for improv theater and excellent communication in the health care setting.
- Identify how the same principles for excellent intrapersonal communication can be scaled up to communication in large groups and down to establishing your own personal narrative.

THE CARING KIND AWARDS LUNCHEON

12:30 P.M. – 1:30 P.M.

THE CARING KIND

SPONSORED BY:

METHODIST

For 47 years, Nebraska hospitals have paid tribute to their finest employees at this annual event. Hundreds of family, friends, and co-workers gather together to celebrate those heath care employees who exemplify caring, compassion, and service excellence by receiving the annual *The Caring Kind* Award.

NHA Presenter Biographies | HFMA Speakers



DAN OLDENBURG
Partner
Cline Williams

HFMA SPEAKER
The Only Permanent Thing Is Change: Immigration Law Update for Health Care Employers

Daniel provides a multiplicity of immigration legal services to individuals and employers. He specializes in employment-based immigration for university and healthcare institutions. He assists with the non-immigrant and immigrant visa services for physicians, nurses and allied health professionals. He regularly represents both employers and individuals with Extraordinary Ability Petitions, Outstanding Researcher/Professor Petitions, National Interest Waivers, J-1 Waivers, PERM Labor Certification and H-1B sponsorship. Daniel was formerly employed by the legacy Immigration and Naturalization Service (INS).



HOLLY DORATHY
Healthcare Manager
Lutz

HFMA SPEAKER
Board Member Education Series

Holly Dorathy, Healthcare Manager, began her career in 2004. With extensive experience in public accounting, she has developed a comprehensive understanding of financial management, particularly in the healthcare industry. Specializing in healthcare accounting and consulting, Holly focuses on providing outsourced CFO services to critical access hospitals. She values developing strong relationships with clients and serving as a trusted resource for their financial needs. Holly's passion for learning and her ability to understand individual client needs enable her to offer tailored solutions that address the unique challenges of rural healthcare facilities. Holly lives in Seward, NE, with her four children and two cats. Outside the office, she is an avid reader and plays the piano.



JASON YUNGTUM
Partner
Cline Wiliams

HFMA SPEAKER
Board Member Education Series

Jason was formerly with Catholic Health Initiatives (CHI) and the Alegent Creighton Health System. His practice involves advising health care clients on a variety of issues, including the Federal fraud and abuse laws (the False Claims Act, the Anti-Kickback Statute, the Physician Self-Referral Law, the Exclusion Authorities, the Civil Monetary Penalties Law); mergers, acquisitions, and joint ventures and affiliations; hospital and physician employment, recruitment, and compensation plans; corporate governance; antitrust; medical staff-hospital relationships; medical staff bylaws, rules and regulations; hospital administrative policies; EMTALA and emergency department policies; patient consent; medical records and HIPAA; and record retention policies and programs. He also represents health care workers in state disciplinary proceedings. Jason also advises clients on a variety of employment and labor law issues, including employment contracts and severance agreements; wage/hour and unemployment issues; Title VII, the ADEA; the ADA; and the FMLA. In addition, he has represented employers in discrimination and retaliation claims before the Omaha Human Rights and Relations Department, the Nebraska Equal Opportunity Commission, the Council Bluffs Civil Rights Commission, the Iowa Civil Rights Commission, the U.S. Equal Opportunity Employment Commission, and the U.S. Department of Labor/OSHA.



JESS PAISLEY FHFMA
Partner
Eide Bailly

HFMA SPEAKER
Board Member Education Series

Jess helps Eide Bailly clients understand financial reporting processes to accurately present financial information. He further counsels healthcare providers on reimbursement strategy and compliance. When you work with Jess, you can expect timely solutions that deliver expected outcomes. He works to understand your organization to tailor the response that will align to your specific operations. Jess enjoys live music and actively seeks out indie rock concerts both locally and regionally to the Omaha metro area.



DR. LESLIE KUHNEL
Central Region Vice President of Ethics & Theology
CommonSpirit Health

HFMA SPEAKER
AI in Healthcare: Some Ethics Questions to Consider

Dr. Leslie Kuhnel is the Central Region Vice President of Ethics & Theology for CommonSpirit Health. A current member of the CSH National Ethics & Theology Team, she provides leadership for healthcare ethics initiatives throughout the Central Region states of Arizona, Iowa, Minnesota, Nebraska, Nevada, and North Dakota. Dr. Kuhnel has specialty expertise in the application of ethics within the areas of behavioral healthcare, rural healthcare, advanced care planning, end-of-life care, ethics across the lifespan, and research ethics.

Dr. Kuhnel completed her Doctoral degree in Bioethics (DBe) at Loyola University-Chicago in 2018, a Master's of Science in Health Care Ethics (MSHCE) degree from Creighton University in 2013, and a Master's of Public Administration (MPA) degree from the University of Nebraska-Omaha in 2005. She is certified in Healthcare Ethics Consultation from the American Society of Bioethics and Humanities, and serves on the national Commission for Healthcare Ethics Certification. She is also a member of the Creighton University Institutional Review Board.



TODD KENNEY CPA, FHFMA
Partner
Forvis Mazars

HFMA SPEAKER
Board Member Education Series

A member of the Healthcare and Nonprofit Practice, Todd has more than 20 years of experience performing financial statement audits and consulting services for organizations including charitable organizations and foundations, health systems, hospitals, long-term care providers, behavioral health providers, and other post-acute service providers. He manages several client relationships and supervises multiple engagement teams including reviewing engagement results, improvement recommendations, and industry insights with senior management and governing boards.

He also provides education and consulting services regarding accounting standards such as revenue recognition, contribution and grant accounting, leases and Uniform Guidance compliance.

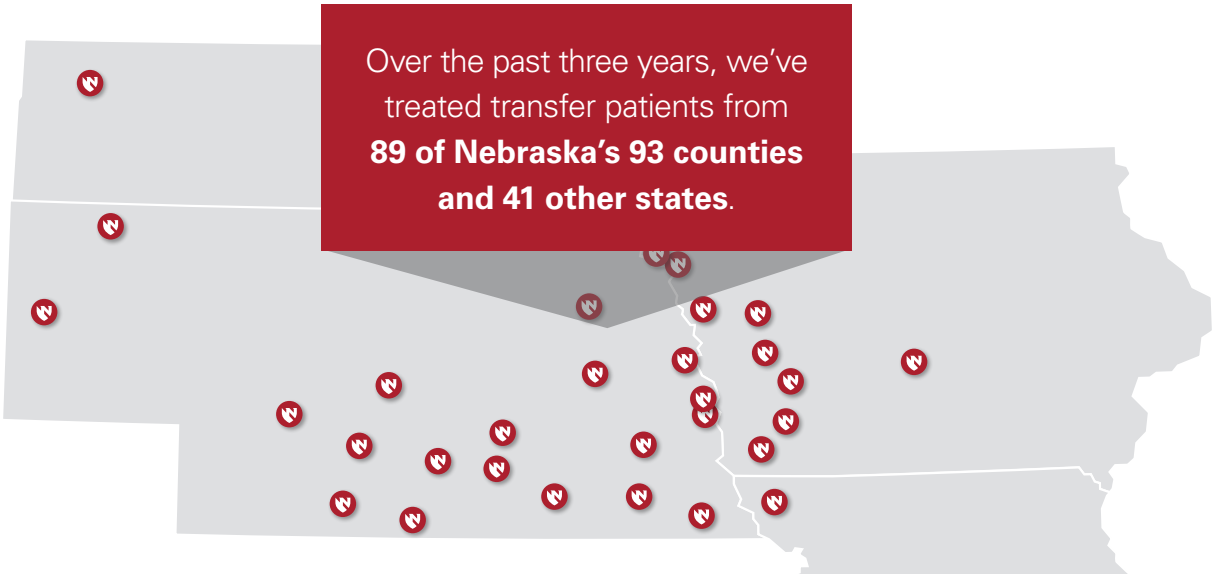
Todd is a member of the American Institute of CPAs and Missouri Society of CPAs and is a past president for the Healthcare Financial Management Association (HFMA) Heart of America Chapter and Region 8 treasurer for HFMA. He is a Certified Healthcare Financial Professional and Fellow of HFMA (FHFMA). He currently serves as the chair on the board of directors of The Don Bosco Centers.

He is a 2002 graduate of Northwest Missouri State University, Maryville, with a B.S. degree in accounting, and a 2003 graduate with an M.B.A. degree.



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THURSDAY, OCTOBER 22

OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

RESPONDING EFFECTIVELY TO CYBERSECURITY INCIDENTS

Jamie Singer | Senior Managing Director, FTI Consulting



SPONSORED BY:

CHI Health

Cybersecurity incidents are inevitable, making effective communication essential to protecting reputation, maintaining trust, and meeting regulatory obligations. Drawing on extensive experience supporting health care organizations through data breaches, Jamie Singer of FTI Consulting shares practical strategies for preparing before an incident, responding effectively in real time, and rebuilding confidence afterward with stakeholders, the media, the public, and the media.

OBJECTIVES:

- Develop a proactive communication strategy for cybersecurity incidents.
- Apply best practices for managing communications during a cyber crisis.
- Implement strategies to protect reputation and rebuild stakeholder trust following a cybersecurity incident.

BREAK

9:30 A.M. – 10:00 A.M.

BREAKOUT SESSION

10:00 A.M. – 10:30 A.M.

NSHE WELCOME / BOARD UPDATE

Tyler Busboom | Ancillary Services Director, Operations, Nebraska Medicine

Chapter Leadership and ASHE Advocacy Liaison to provide local and national updates supporting.

OBJECTIVES:

- Chapter updates for members
- Chapter awards and member benefits
- ASHE and Region 8 Updates
- ASHE member benefits

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ONE FACILITY AT A TIME



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BREAKOUT SESSION

10:30 A.M. – 12:00 P.M.

VENTILATION MANAGEMENT PLAN (VMP) DEPLOYMENT: LEVERAGING ASHRAE/ASHE GUIDELINE 43 TO PRIORITIZE STRATEGIC INFRASTRUCTURE INVESTMENT

Mark Mochel, MBA, CHFM, FACHE, SASHE, ACABE | Founder & CEO, Infrastructure Investment HC, LLC (I2HC)

Health care infrastructure is aging rapidly, with the average age of plant now exceeding 13 years after decades of underinvestment. While hospitals face rising operational, regulatory and environmental pressures, new opportunities are emerging to redefine the ROI of infrastructure investment. ASHE and ASHRAE's Guideline 43 enables facility leaders to link ventilation management, asset performance and operational flexibility directly to financial outcomes and patient care. By aligning innovation with capital strategy, organizations can elevate infrastructure from a cost center to a business value driver.

OBJECTIVES:

- Define ASHE/ASHRAE Guideline 43 and explain how its comprehensive approach to ventilation management establishes a new framework for operating and evaluating HVAC infrastructure within health care facilities.
- Understand how infrastructure performance can be directly connected to financial outcomes, enabling leaders to redefine ROI by linking HVAC and facility investment decisions to measurable operational and economic impacts.
- Identify how ventilation and infrastructure management can strengthen patient care outcomes, demonstrating the connection between optimized HVAC performance, environmental quality, and safe, reliable clinical environments.
- Recognize how a policy-driven Ventilation Management Program (VMP) enables facility leaders to re-engage executive stakeholders, elevating infrastructure from a capital expense to a strategic business asset that supports long-term organizational performance.

TRADE SHOW & LUNCH

12:00 P.M. – 2:00 P.M.

Take a break from educational sessions to enjoy lunch, connect with fellow health care leaders, and explore the trade show! Visit with exhibitors to discover innovative products, services, and solutions designed to support your organization and advance health care across Nebraska. It's the perfect opportunity to network, exchange ideas, and build valuable connections.

BREAKOUT SESSION

2:00 P.M. – 3:00 P.M.

ASHRAE 170 VENTILATION DESIGN

Eric Granzow, PE, FPE, SASHE, HFDP, CEM, LEED AP | Lead Engineer - Healthcare, Olsson

Health care marketers know video is important, but many struggle with how • This presentation explores the pertinent changes in health care ventilation systems related to the upcoming 2025 edition of ASHRAE/ASHE 170. The presentation includes a short review of Standard 170 itself, then moves to highlight the 15 specific addenda issued to the 2021 edition.

OBJECTIVES:

- Describe the importance of proper design of health care ventilation systems
- Apply the requirements of Standard 170 to health care ventilation systems
- Develop design requirements for health care ventilation systems
- Analyze the impact of the various addenda to Standard 170



ERIC GRANZOW PE, FPE, SASHE, HFDP, CEM, LEED AP
Lead Engineer - Healthcare
Olsson

NSHE SPEAKER
ASHRAE 170 Ventilation Design

Eric Granzow is a Lead Engineer with Olsson and a nationally recognized health care engineering professional with more than 25 years of experience designing and improving health care facilities. He is a licensed Mechanical and Fire Protection Engineer and a Certified Healthcare Facility Design Professional (HFDP), specializing in complex health care environments ranging from renovation projects to large hospital campuses. Eric is an active leader within both ASHRAE and ASHE include roles within ASHRAE health care committees, including serving as chair of the 2029 edition of ASHRAE Standard 170 and vice chair of ASHRAE Technical Committee 9.6 for 2025-2027, and is a Senior Member of the American Society for Health Care Engineering (ASHE).





MARK MOCHEL MBA, CHFM, FACHE, SASHE, ACABE
Founder & CEO
Infrastructure Investment HC, LLC (I2HC)

NSHE SPEAKER
Ventilation Management Plan (VMP) Deployment: Leveraging ASHRAE/ASHE Guideline 43 to Prioritize Strategic Infrastructure Investment

Before founding I2HC, Mark was a Strategic Account Executive at Brightly, A Siemens Company. Prior to Brightly, he was a Co-Founder and Senior Vice President at Facility Health Inc., where he was instrumental in introducing new infrastructure investment solutions and benchmarking capabilities to the health care industry. Mark has a bachelor's degree in mechanical engineering from Purdue University, an MBA from The University of Michigan, and has held executive leadership roles in multiple industries, providing a unique perspective on the challenges facing health care facility management today. As an advocate for increased infrastructure investment in our industry, and a member of the ASHE National Advisory Board, Mark is passionate about sharing his experience with all who serve and are served through the environment of care.





TYLER BUSBOOM
Ancillary Services Director, Operations
Nebraska Medicine

NSHE SPEAKER
Ventilation Management Plan (VMP) Deployment: Leveraging ASHRAE/ASHE Guideline 43 to Prioritize Strategic Infrastructure Investment



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THURSDAY, OCTOBER 22

OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

RESPONDING EFFECTIVELY TO CYBERSECURITY INCIDENTS

Jamie Singer | Senior Managing Director, FTI Consulting



SPONSORED BY:

CHI Health

Cybersecurity incidents are inevitable, making effective communication essential to protecting reputation, maintaining trust, and meeting regulatory obligations. Drawing on extensive experience supporting health care organizations through data breaches, Jamie Singer of FTI Consulting shares practical strategies for preparing before an incident, responding effectively in real time, and rebuilding confidence afterward with stakeholders, the media, the public, and the media.

OBJECTIVES:

- Develop a proactive communication strategy for cybersecurity incidents.
- Apply best practices for managing communications during a cyber crisis.
- Implement strategies to protect reputation and rebuild stakeholder trust following a cybersecurity incident.

BREAKOUT SESSION

9:45 A.M. – 10:50 A.M.

ADULT PROTECTIVE SERVICES — OVERVIEW OF STATE STATUTE, DEFINITIONS OF ABUSE/NEGLECT/EXPLOITATION, VULNERABLE ADULT

Pam Moriarty, MSW | Adult Protective Services Supervisor, Children & Family Services, NE DHHS

APS 101: An introduction to Nebraska Adult Protective Services.

OBJECTIVES:

- Learn basic policies and Procedures of Adult Protective Services.
- Build a foundation of knowledge about the authority and responsibility of Adult Protective Services.
- Learn about reporting suspected abuse.

BREAKOUT SESSION

11:00 A.M. – 11:50 A.M.

NAVIGATING THE MEDICARE ADVANTAGE LANDSCAPE

Cori Pierce, CRCR, CSBI | Senior Health Care Advisor, NHA
Jennifer Shaw, MBA | Senior Health Care Advisor, NHA
Ivan Mitchell, FACHE, MHA, MPA | CEO, Great Plains Health

Medicare Advantage (MA) continues to present significant operational and financial hurdles for health care providers, from administrative delays to rising denial rates. This breakout session offers a two-pronged look at managing MA strain. First, hear directly from a hospital leader who took the bold step of exiting Medicare Advantage contracts and the resulting gains in patient access, patient volume, and financial performance. Next, experts from NHA Advisory Services will showcase actionable strategies and tools designed to streamline prior authorizations and appeals and reduce costly claim delays and denials. From evaluating payer relationships or optimizing current MA workflows, this session provides real-world insights and tactical tools to protect your margin and mission.

OBJECTIVES:

- Analyze real-world case study data demonstrating the effects of leaving Medicare Advantage networks on patient volume, care access, and margins.
- Identify tools and workflow strategies to streamline prior authorization processes and reduce administrative drag on clinical teams.
- Apply strategies to manage Medicare Advantage claim delays and denials.

TRADE SHOW & LUNCH

12:00 P.M. – 2:00 P.M.

Take a break from educational sessions to enjoy lunch, connect with fellow health care leaders, and explore the trade show! Visit with exhibitors to discover innovative products, services, and solutions designed to support your organization and advance health care across Nebraska. It's the perfect opportunity to network, exchange ideas, and build valuable connections.

BREAKOUT SESSION

11:00 A.M. – 11:50 A.M.

PSYCHIATRIC MEDICAL CARE & AN IN-DEPTH OVERVIEW OF SENIOR LIFE SOLUTIONS PARTNERSHIP WITH CAHS

Whitney Feldman | Senior Regional Director, Psychiatric Medical Care

Introduction to Psychiatric Medical Care and an in-depth overview of Senior Life Solutions service line, with a particular focus on how we partner with Critical Access Hospitals (CAHs) to meet the behavioral health needs of older adults living in rural communities.

OBJECTIVES:

- Learn more about the Senior Life Solutions model, the patient population served, program structure and operations, clinical outcomes.
- Learn about mental health statistics specific to Nebraska.
- Learn how Senior Live Solutions partner with local hospitals, healthcare providers, and other community resources to improve access to behavioral healthcare and support the overall health and well-being of seniors in rural communities.

GENERAL SESSION

2:00 P.M. – 3:00 P.M.

MEDICAID IS CHANGING: WHAT NEBRASKA HOSPITALS NEED TO KNOW

Megan Word | Government Relations Director, NE & KS, American Cancer Society Cancer Action Network (ACS CAN)
Meghan Chaffee, JD | Chief Advocacy & Legal Officer, NHA
Sarah Maresh | Program Director, Health Care Access Program, NE Appleseed
Stacie Adcock | Director Access Services & Financial Counseling, Nebraska Medicine

As policy changes from H.R. 1 transform the health care landscape, hospital leaders and teams must keep pace with evolving Medicaid requirements. This general session delivers information into upcoming regulatory shifts, timelines, and implementation. The session will open with a policy overview. Following the briefing, Meghan Chaffee, Chief Advocacy and Legal Officer for the Nebraska Hospital Association, will moderate a panel bringing together perspectives from the American Cancer Society alongside frontline hospital financial counselors and eligibility experts. The panel will bridge high-level policy with on-the-ground reality.

OBJECTIVES:

- Understand major policy changes affecting Medicaid.
- Prepare for key implementation and compliance deadlines.
- Evaluate real-world impacts on hospital operations and patient access.

TRADE SHOW SOCIAL HOUR

4:30 P.M. – 6:00 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!

FRIDAY, OCTOBER 23

CLOSING KEYNOTE

8:30 A.M. – 9:30 A.M.

ROADMAP TO THE 2026 & 2028 ELECTIONS

David Wasserman | Senior Editor & Election Analyst, The Cook Political Report



SPONSORED BY:

Nebraska Medicine

The 2024 elections ushered in full GOP control of the White House and Congress, but will there be a backlash in 2026 or 2028? In an engaging and strictly nonpartisan presentation, David Wasserman takes audiences on a tour of key Senate, House, and gubernatorial contests that will shape policymaking in Washington and politics for years to come. How will Democrats survive in the wilderness, and what's next for Republicans after Trump? Drawing on his extensive interactions with candidates and strategists on both sides of the aisle, David previews the road ahead and identifies the campaign trends and electoral mood swings that will define the next chapter of American politics.

OBJECTIVES:

- Analyze the political and electoral trends shaping the national policy environment.
- Evaluate potential shifts in the political landscape leading into the 2026 and 2028 elections.
- Anticipate the implications of election outcomes for health care advocacy, policy, and hospital operations.

GENERAL SESSION

9:30 A.M. – 10:30 A.M.

AI INNOVATION AT NEBRASKA HOSPITALS

Brenton Hill, JD, MHA | Head of Operations & General Counsel, Coalition for Health AI

Coby Boring | Director, Technology Services, Beatrice Community Hospital

Jim Ulrich | Chief Executive Officer, York General

Katie Curtis | Chief Information Officer, Rightfiber

Michael Hasselberg, Ph.D., RN, PMHNP-BC | Chief Transformation& Digital Officer, Nebraska Medicine

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 applications for similar facilities.

OBJECTIVES:

- Understand how AI-powered platforms can 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.

BREAKOUT SESSION

10:45 A.M. – 11:45 A.M.

UNDERSTANDING GUARDIAN APPOINTMENT CRITERIA, INCAPACITY, COURT PROCESS & SCOPE/LIMITATIONS OF GUARDIANSHIP

Erin M. Wiesen, MHS | Education & Outreach Coordinator, Office of the Public Guardian
Marla J. Fischer, JD | Director, Office of the Public Guardian

Understanding basic guardianship, such as criteria for appointing a guardian, understanding incapacity, court process, and the scope and limitations of guardianship.

OBJECTIVES:

- Understand the differences between POA and guardian/conservator.
- Understand limitations of authority (cannot physically force meds, placement, etc.).
- Learn of other, less restrictive options or tools available to help preserve patient autonomy and reduce reliance on court intervention.

THE CARING KIND AWARDS LUNCHEON

12:30 P.M. – 1:30 P.M.

THE CARING KIND

SPONSORED BY:

METHODIST

For 47 years, Nebraska hospitals have paid tribute to their finest employees at this annual event. Hundreds of family, friends, and co-workers gather together to celebrate those heath care employees who exemplify caring, compassion, and service excellence by receiving the annual *The Caring Kind* Award.



ERIN M. WIESEN MHS
Education & Outreach Coordinator
Office of the Public Guardian

NSWHC SPEAKER
Understanding Guardian Appointment Criteria, Incapacity, Court Process & Scope/Limitations of Guardianship

Erin Wiesen is the Education and Outreach Coordinator for the Nebraska Office of Public Guardian (OPG). Erin previously served as an Associate Public Guardian with the OPG in the Omaha office, serving as a guardian and/or conservator in northeast Nebraska. She has been with the office since its inception in 2015. Prior to her work with the OPG, Erin worked in services coordination for individuals with developmental disabilities and was a work experience trainer for individuals transitioning from high school special education to adult services. Erin has also worked in other areas of human services, including post-acute housing services for individuals with mental health and substance abuse issues, homelessness prevention, in-home elder care, and insurance billing. Erin has Bachelor of Arts in Applied Psychology and Human Services from College of Saint Mary in Omaha, and a Master of Human Services in Leadership and Management from Concordia University in Seward. She is also a member of the National Guardianship Association.



MARLA FISCHER JD
Director
Office of the Public Guardian

NSWHC SPEAKER
Understanding Guardian Appointment Criteria, Incapacity, Court Process & Scope/Limitations of Guardianship

Marla J. Fischer, J. D. received her Juris Doctor from the University of Nebraska College of Law in 2004 and was licensed to practice law in Nebraska that same year. Since that time, she has held several positions and with years of experience in advocating for and with people with disabilities and their families. She is currently the Director of the Office of Public Guardian. Prior to this position, Marla served as the Office of Public Guardian's Deputy Director for over 9 years (since the inception of the office). Marla has provided several presentations on various topics pertinent to the lives of people with disabilities. She is experienced in the areas of individual and systems level advocacy and has successfully collaborated with other organizations and agencies on many occasions. In addition to her professional involvements, Marla has family members who experience disabilities and currently serves as a private guardian for her sister.



PAM MORIARTY MSW
Adult Protective Services Supervisor
Children & Family Services, NE DHHS

NSWHC SPEAKER
Adult Protective Services — Overview of State Statute, Definitions of Abuse/Neglect/Exploitation, Vulnerable Adult

Pam Moriarty received her Bachelor's degree in Psychology from Nebraska Wesleyan University, and her Master's Degree in Social Work from University of Nebraska Omaha. She has worked for the Nebraska Department of Health and Human Services for 18 years. She is a supervisor for Adult Protective Services in the Omaha area, and has been in this role for 12 years. She is passionate about working with the vulnerable adult population, and advocating for self-determination. Outside of APS, she recently became an empty nester, with a 21 year old son in college at the University of Minnesota Morris, and an 18 year old daughter who just started college at Loyola Chicago.



WHITNEY FELDMAN
Senior Regional Director
Psychiatric Medical Care

NSWHC SPEAKER
Psychiatric Medical Care & An In-Depth Overview of Senior Life Solutions Partnership with CAHs

Whitney Feldman is a Senior Regional Director at Psychiatric Medical Care, where she supports hospital relationships and operations for multiple Senior Life Solutions locations across Nebraska, the Midwest, and PMC's East District. Since joining PMC in 2016 as a Regional Director, Whitney has played an integral role in the growth of the Senior Life Solutions service line. She moved into her current role in 2017 and has supported the expansion of the program from 18 active locations nationwide to nearly 200 active contracts with Critical Access Hospitals across almost 40 states.

Prior to joining PMC, Whitney served as Director of Population Health for Alana Healthcare in Nashville, Tennessee. In that role, she led the development and implementation of health management programs in partnership with ACOs, insurance providers, and hospital organizations, with a focus on improving patient outcomes and reducing hospitalizations. Whitney holds an Associate of Applied Science in Respiratory Care, a bachelor's degree in Respiratory Care Management, and a Master's in Health Care Administration.

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WEDNESDAY, OCTOBER 21

AWARDS BANQUET

12:00 P.M. – 1:15 P.M.

The banquet begins at 12:00 P.M. and lunch will be sereved. Recognition presented at the Awards Banquet include the NHA board and NHA subsidiary boards recognition, *Excellence in Service* Award, *Health Care Advocates of the Year, Meritorious Service* Award, *Trustee of the Year* Award, *Quest for Excellence* Awards, and AHA membership awards.

OPENING KEYNOTE

1:30 P.M. – 2:30 P.M.

WHAT'S YOUR PINK CADILLAC?

Ryan Campbell | Global Keynote Speaker, Author, Owner of a Pink Cadillac, Ryan Campbell Speaking LLC



SPONSORED BY:

Nebraska Medicine

This keynote will share a powerful message about redefining success through joy, resilience, and purpose. Drawing on his extraordinary journey from world-record aviator to plane crash survivor, Ryan Campbell uses the JoyAuditTM framework and the story of his Elvis-inspired 1960 pink Cadillac to empower audiences to take back control of their time and commit to what recharges them.

OBJECTIVES:

- Evaluate how intentionally prioritizing joy can improve effectiveness, well-being, and resilience.
- Apply strategies for building resilience and navigating adversity.
- Develop an action plan to take greater control of time and energy by prioritizing what matters most.

WELCOME & BUSINESS MEETING

2:30 P.M. – 2:50 P.M.

Looking ahead to 2027 for NHM.

BREAKOUT SESSION

2:50 P.M. – 3:50 P.M.

BEYOND THE SYMPTOM SEARCH: WRITING DIGITAL COPY FOR THE MODERN PATIENT JOURNEY

Juliann Scholl, PhD | Medical Writer, Freelancer

Much of hospital marketing today centers on the "digital front door"—how patients interact with a health system online before they ever step into a clinic. This session provides a practical copywriting blueprint for structuring medical blogs and service-line landing pages to satisfy local search intent while supporting vulnerable human readers. Participants will learn strategies for using clean subheading structures, improving readability, targeting local search parameters, and translating dense clinical jargon into an empathetic, humanized voice. The session also explores the psychology of an anxious consumer and how to write supportive, non-commercial calls to action that guide patients smoothly from an online symptom search to scheduling an appointment.

OBJECTIVES:

- Structure web copy to optimize localized online searches and readability for anxious readers.
- Translate dense clinical text into an empathetic, accessible voice without compromising institutional authority.
- Craft smooth, empathetic calls to action that build trust and drive conversions.

NHM ROUNDTABLE

3:50 P.M. – 4:30 P.M.

Connect with fellow marketers and discuss common issues and solutions.





THURSDAY, OCTOBER 22

OPENING KEYNOTE

8:30 A.M. – 9:30 A.M.

RESPONDING EFFECTIVELY TO CYBERSECURITY INCIDENTS

Jamie Singer | Senior Managing Director, FTI Consulting



SPONSORED BY:

CHI Health

Cybersecurity incidents are inevitable, making effective communication essential to protecting reputation, maintaining trust, and meeting regulatory obligations. Drawing on extensive experience supporting health care organizations through data breaches, Jamie Singer of FTI Consulting shares practical strategies for preparing before an incident, responding effectively in real time, and rebuilding confidence afterward with stakeholders, the media, the public, and the media.

OBJECTIVES:

- Develop a proactive communication strategy for cybersecurity incidents.
- Apply best practices for managing communications during a cyber crisis.
- Implement strategies to protect reputation and rebuild stakeholder trust following a cybersecurity incident.

BREAK

9:30 A.M. – 9:45 A.M.

BREAKOUT SESSION

9:45 A.M. – 10:45 A.M.

SUPERCHARGE YOUR MARKETING EFFORTS (WITHOUT DOING MORE WORK)

Alex Strauss | Co-Founder & Editor, MED Midwest Medical Edition

Steffanie Holtrop | Publisher, CEO & Co-Founder, MED Midwest Medical Edition

This session explores how health care marketers can make one piece of content work harder by repurposing it across multiple distribution channels—and why that approach is more important than ever. Steffanie Holtrop and Alex Strauss of MED Midwest Medical Edition will encourage participants to think beyond the social media box, strategically leverage AI, and stand out in an increasingly crowded health care marketplace. The session will also examine the role of awareness and capture channels, practical ways to extend the life and reach of existing content, and the "last-touch attribution" trap that can make marketing analytics misleading.

OBJECTIVES:

- Explain why an effective marketing strategy should use both awareness channels and capture channels.
- Identify ways to make one piece of content work harder through strategic repurposing and distribution.
- Recognize the limitations of last-touch attribution and how it can distort marketing analytics.

BREAK

10:45 A.M. – 11:00 A.M.

BREAKOUT SESSION

11:00 A.M. – 12:00 P.M.

FROM IDEA TO IMPACT: BUILDING A PROVIDER VIDEO PROGRAM THAT CONNECTS & PERFORMS

Seth Carnes | Senior Digital Marketing Specialist, Bryan Health

Health care marketers know video is important, but many struggle with how to consistently create content that is both informative and manageable with limited resources. In this session, Seth Carnes shares how Bryan Health built a provider-focused video program from the ground up, producing more than 50 videos in less than a year using simple equipment, a repeatable process, and willing provider partners.

Attendees will learn how video topics are identified, providers are recruited and prepared, scripts are developed, and recordings are completed using just a simple iPhone and a wireless microphone. Seth will also share lessons learned from editing, publishing, and distributing content across multiple platforms, including Facebook, Instagram, LinkedIn, YouTube, and Bryan Health's For Your Health Content Hub. Participants will leave with actionable ideas they can implement immediately to create scalable health care video content that educates audiences and increases engagement.

OBJECTIVES:

- Implement a scalable provider video program using readily available tools and resources.
- Identify effective strategies for recruiting providers and preparing them for on-camera participation.
- Create an effective workflow for scripting, recording, editing, and publishing social media videos.
- Evaluate video performance and apply lessons learned to improve future content strategies.

TRADE SHOW & LUNCH

12:00 P.M. – 2:00 P.M.

Take a break from educational sessions to enjoy lunch, connect with fellow health care leaders, and explore the trade show! Visit with exhibitors to discover innovative products, services, and solutions designed to support your organization and advance health care across Nebraska. It's the perfect opportunity to network, exchange ideas, and build valuable connections.



THURSDAY, OCTOBER 22 (CONT.)

BREAKOUT SESSION

1:15 P.M. – 2:15 P.M.

CREATIVE COMPASSION: A NEW WAY FORWARD FOR HEALTH CARE MARKETING & LIFE

Christine Weeks | Founder & CEO, Eleanor Creative

What if the most effective marketing strategy is not another tactic, but a deeper commitment to compassion? In this inspiring session, Christine Weeks shares how personal experiences—including walking alongside her father during cancer and supporting her brother through a traumatic brain injury—shaped her belief that compassion is a strategic advantage. Drawing on her experience building Eleanor Creative into a nationally recognized agency, Christine will show how a compassion-first mindset can transform health care marketing, strengthen teams, build trust with patients, and create more meaningful experiences across websites, advertising, recruitment, patient communications, photography, and storytelling. Participants will leave with practical ideas for creating marketing that reaches people and genuinely moves them.

OBJECTIVES:

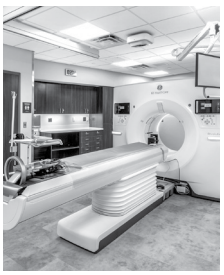
- Identify ways to build deeper trust with patients and communities through compassion-first marketing.
- Apply compassionate approaches to create more meaningful health care brands and strengthen internal culture.
- Develop marketing that supports both emotional connection and measurable outcomes.
- Use empathy to lead conversations during times of uncertainty and change.

BREAK

2:15 P.M. – 2:25 P.M.

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NHM ROUNDTABLE

2:25 P.M. – 3:25 P.M.

Connect with fellow marketers and discuss common issues and solutions.

BREAK

3:25 P.M. – 3:30 P.M.

BREAKOUT SESSION

3:30 P.M. – 4:30 P.M.

THE ANXIOUS GENERATION: BUILDING RESILIENCE FOR HEALTH CARE MARKETERS & COMMUNICATOR

Brenda Helvey, LIMHP | Independent Mental Health Practitioner, Better Living Foster Care & Family Services

Health care marketing and communications can be uniquely stressful work. This session explores research from Jonathan Haidt's The Anxious Generation alongside practical resilience strategies designed specifically for health care communicators. Participants will examine key concepts related to anxiety and stress, recognize signs that stress may be affecting themselves or others, and consider why the demands of health care marketing can create distinct pressures. The session will introduce evidence-based resilience techniques that can be applied in both professional and personal settings. Participants will also have an opportunity to identify practical next steps and develop a personal action plan for strengthening resilience and managing stress more effectively.

OBJECTIVES:

- Describe key concepts from The Anxious Generation and their relevance to stress and anxiety.
- Recognize signs of stress and anxiety and identify why health care marketing can be uniquely stressful.
- Apply evidence-based resilience techniques to professional and personal challenges.
- Develop a personal action plan to strengthen resilience.

TRADE SHOW SOCIAL HOUR

4:30 P.M. – 6:00 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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Hospital price transparency continues to evolve from a regulatory initiative into a strategic component of the broader patient financial experience. As consumers increasingly expect accessible, understandable healthcare pricing, organizations will need solutions that support both compliance and meaningful engagement.

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FRIDAY, OCTOBER 23

CLOSING KEYNOTE

8:30 A.M. – 9:30 A.M.

ROADMAP TO THE 2026 & 2028 ELECTIONS

David Wasserman | Senior Editor & Election Analyst, The Cook Political Report



SPONSORED BY:

Bryan Health

The 2024 elections ushered in full GOP control of the White House and Congress, but will there be a backlash in 2026 or 2028? In an engaging and strictly nonpartisan presentation, David Wasserman takes audiences on a tour of key Senate, House, and gubernatorial contests that will shape policymaking in Washington and politics for years to come. How will Democrats survive in the wilderness, and what's next for Republicans after Trump? Drawing on his extensive interactions with candidates and strategists on both sides of the aisle, David previews the road ahead and identifies the campaign trends and electoral mood swings that will define the next chapter of American politics.

OBJECTIVES:

- Analyze the political and electoral trends shaping the national policy environment.
- Evaluate potential shifts in the political landscape leading into the 2026 and 2028 elections.
- Anticipate the implications of election outcomes for health care advocacy, policy, and hospital operations.

BREAKOUT SESSION

9:30 A.M. – 10:30 A.M.

FROM MANY HATS TO MARKETING MASTERY: BUILDING A UNIFIED STRATEGY FOR RURAL HEALTH CARE

Abby Birkel | Business & Marketing Consultant, Creative Advantages

Rural health care marketers often wear many hats, making it essential to focus limited time and resources on a unified strategy. This session will help participants clarify their top marketing goals and define the audiences they need to reach. Abby Birkel will discuss how a strong website, useful content, and local SEO can improve visibility and credibility without requiring a large advertising budget. Participants will also learn how organic social content can be amplified through targeted Meta Ads to support priorities such as recruitment and service-line promotion. Examples from rural clinic and hospital campaigns will illustrate what effective digital marketing can look like in practice.

OBJECTIVES:

- Identify top campaign priorities and define the audiences needed to reach them.
- Use a practical checklist to improve website, content, and local search visibility.
- Plan a coordinated campaign using organic content and targeted Meta Ads.
- Apply a step-by-step campaign planning framework to rural health care marketing priorities.

CLOSING REMARKS & CONFERENCE FEEDBACK

10:30 A.M. – 10:40 A.M.

BREAK

10:40 A.M. – 10:45 A.M.

GENERAL SESSION

10:45 A.M. – 11:45 A.M.

YES, AND... THE SECRET TO BETTER COMMUNICATION

Michael Smith, MD | Associate Professor, Hospitalist, UNMC, CEO/Founder, Healthcare Improv
Timmy Tamisiea | Executive Director, Launch Leadership, Inc.

In this interactive session, the audience will be introduced to improv theater and how the skills can be applied to their personal and professional life. The story of improv theater as an art form informs how the skills can be used today by health care professionals to help solve some of the most pressing concerns in their professional lives. The audience will have a brief opportunity to practice these skills in a low-risk environment, look for opportunities to practice these skills in their professional setting, and feel the immediate benefits that come with communicating in this style. There will also be a discussion about how these skills apply to communication in a group setting, and the practice of these skills will cause the people around you to see you as a leader, whether you have an official title or not. This session will be fun, informative, and provide a framework to develop how you interact with the people in your life, including your own ideas and expression. Say Yes!

OBJECTIVES:

- Describe the history and social impact of improv theater.
- Experience the connection between the skills necessary for improv theater and excellent communication in the health care setting.
- Identify how the same principles for excellent intrapersonal communication can be scaled up to communication in large groups and down to establishing your own personal narrative.

THE CARING KIND AWARDS LUNCHEON

12:30 P.M. – 1:30 P.M.

THE CARING KIND

SPONSORED BY:

METHODIST

For 47 years, Nebraska hospitals have paid tribute to their finest employees at this annual event. Hundreds of family, friends, and co-workers gather together to celebrate those heath care employees who exemplify caring, compassion, and service excellence by receiving the annual *The Caring Kind* Award.



NHA Presenter Biographies | NHM Speakers



ABBY BIRKEL
Business & Marketing Consultant
Creative Advantages

NHM SPEAKER
From Many Hats to Marketing Mastery: Building a Unified Strategy for Rural Health Care

Abby Birkel is a distinguished Business & Marketing Consultant and the driving force behind Creative Advantages. With a strong foundation in business management and leadership, she has established herself as a trusted mentor, speaker, and executive coach dedicated to transforming organizational potential into performance. Through Creative Advantages, Abby specializes in helping health care organizations bridge the gap between complex business goals and practical, high-impact marketing strategies. Guided by the philosophy of "innovators turned ambassadors," Abby excels at translating an organization's mission into sustainable profitability. Her proven approach clarifies strategic priorities, strengthens digital identity, and delivers campaigns that drive real results. Her session at this year's conference is designed to equip rural health care marketers with the practical, data-driven strategies needed to build a more unified and effective organizational voice.



ALEX STRAUSS
Co-Founder & Editor
MED Midwest Medical Edition

NHM SPEAKER
Supercharge Your Marketing Efforts (Without Doing More Work)

Since 2010, MED Midwest Medical Edition has been a regional leader in providing timely medical community news and information to health care professionals across the upper Midwest. MED connects with health care audiences through its interactive website, print and digital magazine, eNews distribution service, and social media channels. Together, these platforms give health care organizations multiple ways to share information and extend the reach of their marketing. Steffanie Holtrop and Alex Strauss will draw on MED's experience reaching health care professionals across multiple channels to discuss practical ways marketers can repurpose content, think beyond social media, strategically leverage AI, and strengthen the impact of existing marketing efforts.



BRENDA HELVEY LIMHP
Independent Mental Health Practitioner
Better Living Foster Care & Family Services

NHM SPEAKER
The Anxious Generation: Building Resilience for Health Care Marketers & Communicators

Brenda Helvey, LIMHP, is an Independent Mental Health Practitioner with a master's degree and more than 28 years of post-graduate experience serving children, families, and communities in clinical and community-based settings. She specializes in trauma-informed care, particularly with children and families involved in the child welfare system. For the past 14 years, Brenda has provided clinical supervision and mentoring to behavioral health professionals. She is trained in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) and Attachment, Regulation, and Competency (ARC), and is a Certified Supervisor and Level 2 Trainer in Family Centered Treatment (FCT). Her passion is helping professionals build resilience, strengthen trauma-informed practices, and improve outcomes for the people and communities they serve.



CHRISTINE WEEKS
Founder & CEO
Eleanor Creative

NHM SPEAKER
Creative Compassion: A New Way Forward for Health Care Marketing & Life

Christine Weeks is the Founder and CEO of Eleanor Creative, a nationally recognized brand experience agency that has spent the past 17 years helping organizations build brands that contribute to the greater good. Under her leadership, Eleanor has become known for creating meaningful work for health care organizations, nonprofits, educational institutions, and purpose-driven businesses across the country. While the agency has earned numerous industry awards for creative excellence, Christine believes the true measure of success is building trust, strengthening communities, and creating work that genuinely improves people's lives. Her perspective on compassion has been shaped by both her professional work and personal experiences supporting loved ones through significant health care challenges.



JULIANN SCHOLL PHD
Medical Writer
Freelancer

NHM SPEAKER
Beyond the Symptom Search: Writing Digital Copy for the Modern Patient Journey

Juliann Scholl is a freelance medical writer and member of the American Medical Writers Association who specializes in strategic, SEO-optimized web content for health care clients. Before freelancing, she was a tenured professor at Texas Tech University, where she taught and published research on health care communication and crisis management. She also served as a social scientist at the National Institute for Occupational Safety and Health (NIOSH), a branch of the CDC, focusing on the aging workforce and co-directing the National Center for Productive Aging and Work. Juliann holds a Ph.D. in Communication Studies from the University of Oklahoma, an MA from the University of Alabama, and a BA from the University of Nebraska.



SETH CARNES
Senior Digital Marketing Specialist
Bryan Health

NHM SPEAKER
From Idea to Impact: Building a Provider Video Program That Connects & Performs

Health care marketers know video is important, but many struggle with how to consistently create content that is both informative and manageable with limited resources. In this session, Seth Carnes shares how Bryan Health built a provider-focused video program from the ground up, producing more than 50 videos in less than a year using simple equipment, a repeatable process, and willing provider partners.

Attendees will learn how video topics are identified, providers are recruited and prepared, scripts are developed, and recordings are completed using just a simple iPhone and a wireless microphone. Seth will also share lessons learned from editing, publishing, and distributing content across multiple platforms, including Facebook, Instagram, LinkedIn, YouTube, and Bryan Health's For Your Health Content Hub. Participants will leave with actionable ideas they can implement immediately to create scalable health care video content that educates audiences and increases engagement.



STEFFANIE HOLTRO
Publisher, CEO & Co-Founder
MED Midwest Medical Edition

NHM SPEAKER
Supercharge Your Marketing Efforts (Without Doing More Work)

Since 2010, MED Midwest Medical Edition has been a regional leader in providing timely medical community news and information to health care professionals across the upper Midwest. MED connects with health care audiences through its interactive website, print and digital magazine, eNews distribution service, and social media channels. Together, these platforms give health care organizations multiple ways to share information and extend the reach of their marketing. Steffanie Holtrop and Alex Strauss will draw on MED's experience reaching health care professionals across multiple channels to discuss practical ways marketers can repurpose content, think beyond social media, strategically leverage AI, and strengthen the impact of existing marketing efforts.