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ruralMED Health Cooperative's 3rd Annual Critical Access Hospital Conference

RURAL HEALTH ALIGNED

Please join us for the ruralMED Health Cooperative's 3rd Annual Critical Access Hospital Conference: Rural Health Aligned for a day and a half of interactive breakouts, engaged education, and networking with other CAHs around the state.

LOCATION: Younes Conference Center North, Kearney, NE

DATE: Thursday, May 2nd & Friday, May 3rd, 2024

REGISTER BY: APRIL 15TH AT: rmhealthcoop.com/rural-health-aligned

AGENDA:

Thursday, May 2nd

8:00 - 9:00 a.m. // BREAKFAST & CHECK-IN

9:00 - 10:30 a.m. // KEYNOTE SPEAKER

"Emotional Intelligence & Increasing Self-Awareness"

- Becca Goldsberry – Southwestern Consulting

11:00 - 12:30 p.m. // KEYNOTE SPEAKER

"Building Partnerships for Rural Healthcare Workforce"

- Nicole Carritt, MPH – University of Nebraska
Medical Center (UNMC)

12:30 - 1:30 p.m. // LUNCH

1:30 - 5:00 p.m. // BREAKOUTS

*Roundtable Discussions & Education Sessions
(see page 4 for topics)*

5:00 - 7:00 p.m. // SOCIAL

Cocktails and Appetizers

Friday, May 3rd

7:30 - 8:30 a.m. // BREAKFAST & CHECK-IN

8:30 - 12:00 p.m. // BREAKOUTS

*Roundtable Discussions & Education Sessions
(see page 5 for topics)*

12:00 p.m. // ADJOURN

12:00 - 1:00 p.m. // COOPERATIVE BOARD

MEETING – *Cooperative Board Members Only*

Education Credit Hours

Education hours are available & marked with symbols (see **Symbol Keys** on page 4 & 5).

The conference landing page & agenda will be updated as hours are approved.

New this year: Thursday's education is designed for Hospital Board Members who wish to attend.

Look for this symbol for board specific sessions.

BE

KEYNOTE SPEAKERS: *Thursday, May 2nd*

Thursday, May 2nd // 9:00 - 10:30 a.m.

BE

Emotional Intelligence & Increasing Self-Awareness

All businesses have to work with other people in some capacity to thrive, making communication a crucial skill for all employees. However, there's typically little to no professional education on how to deal with people. We've cracked the code on emotional intelligence, and in this training, you'll learn insightful and practice tips that will help you better understand both yourself and others.

Becca Rust-Goldsberry, MSSW
*Certified Elite Sales &
Leadership Coach – Trainer*
Southwestern Consulting



Becca Goldsberry is an expert at recruiting, lead generation, organizational leadership, and business development. She is passionate about helping others see their potential and helping them pursue their dreams.

Becca graduated from the University of Louisville with a Masters in Social Work and an undergraduate degree from Concordia University. She worked as a family therapist and school counselor for 6 years prior before moving into sales. Becca was a Senior Sales Director for a sales team of over 300 team members and was in the top 50 in personal sales out of 10,000 people. She was a top producer in business development with a nationally recognized company increasing new business sales 170%. Becca has also worked with her family's five businesses.

Becca is married to Michael, has a son named Thaddeus and has a teenage bonus-daughter, Caitlyn. She is an avid Indianapolis Colts fan and a big Jimmy Buffett fan. You will also see her raising money for cancer research and volunteering with her Junior League chapter.

KEYNOTE SPEAKERS: *Thursday, May 2nd*

Thursday, May 2nd // 11:00 - 12:30 p.m.

Building Partnerships for Rural Healthcare Workforce

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Nicole Carritt, MPH

*Interim Assistant Vice Chancellor for
Health Workforce Education Relations*

Director, Rural Health Initiatives

*Assistant Director, Community Outreach
& Engagement, Fred & Pamela Buffett
Cancer Center*

**University of Nebraska Medical Center
(UNMC)**

Carritt has more than 15 years of experience leading organizations in the public health, nonprofit, and academic sectors, focusing on health and rural health needs. Carritt joined UNMC in 2016 as the statewide Nebraska Area Health Education Center (AHEC) Program Deputy Director, addressing the state's health workforce needs, and was appointed the inaugural director of Rural Health Initiatives in 2019. Carritt also serves as the assistant director of the Community Outreach and Engagement Office for the Fred & Pamela Buffett Cancer Center. Her areas of expertise are health-related community organizing, policy and advocacy, providing technical assistance, and collaboratively building health-related initiatives for long-term and sustainable change. Nikki is the past-president of the Nebraska Rural Health Association, a graduate of Leadership Omaha, and recently completed a fellowship with the National Rural Health Association.

As Interim Vice Chancellor for Health Workforce Education Relations, Carritt provides coordination, facilitation and promotion for a wide array of campus and community health workforce education programs, services and initiatives that benefit UNMC, the individual colleges and programs within, and the state of Nebraska and beyond. In the role, she promotes the development and coordination of UNMC's expansion in central and western Nebraska via the enhanced partnership with the University of Nebraska at Kearney, promotes the development and facilitates the UNMC Interprofessional Experiential Learning and Preceptor Initiative, and leads the development and coordination of UNMC health workforce education pathway programs.

BREAKOUTS - Thursday, May 2nd

Session 1 1:30 - 2:30 p.m.	Session 2 2:45 - 3:45 p.m.	Session 3 4:00 - 5:00 p.m.
2024 Audit Hot Topics <i>Randy Hoffman, Eide Bailly LLC</i> <i>Bryce Betke, ruralMED</i>	Staffing Productivity Best Practices for CAHs <i>RandiLynn, Altius Healthcare Consulting Group</i>	Finance Roundtable & CFO Panel
Therapy Roundtable: Part 1 <i>Evaluations & Work Hardening, Pediatric & School Services in Rural Areas, Policy Writing, & More!</i>	Therapy Roundtable: Part 2 <i>Evaluations & Work Hardening, Pediatric & School Services in Rural Areas, Policy Writing, & More!</i>	HR & Clinical Leader Feedback Session <i>Nicole Carritt, UNMC</i>
BE CEO & Board Member Feedback Session <i>Nicole Carritt, UNMC</i>	BE Building Local Advocacy <i>John Kuehn, Sand Creek Strategy</i>	BE Leveraging Board Influence <i>John Kuehn, Sand Creek Strategy</i>
CISA 101 <i>Warren Hagelstein & Greg Goodwater</i> <i>CISA - U.S. Dept of Homeland Security</i>	Physical & Cybersecurity Tabletops: Best Practices & Resources <i>Warren Hagelstein & Greg Goodwater</i> <i>CISA - U.S. Dept of Homeland Security</i>	Ask the CISA Experts! Walk-ins Welcome! <i>Warren Hagelstein & Greg Goodwater</i> <i>CISA - U.S. Dept of Homeland Security</i>
Marketing Roundtable <i>Measuring Campaign Progress & Success, Visiting Specialists, Brand Identity, & More!</i>	All The Things: Social Media, Google Reviews, & Marketing Authorizations	Foundation Roundtable: <i>Estate Planning, Generating & Securing Gifts, Donor Appreciation, & More!</i>
Crucial Conversations: How to Have Them <i>Amber Ackerson, ruralMED</i>	HIM Roundtable	HIPAA Best Practices: Training Your Team & Release Guidance on Law Enforcement, Minors, Divorce, Custody, & Others! <i>Amber Ackerson, ruralMED</i> <i>Jennifer Harris, ruralMED</i>
1 CEU Coder Driven CDI in Critical Access Hospitals <i>Samantha Monahan, ruralMED</i>	Meditech User Group <i>Samantha Monahan, ruralMED</i>	1 CEU Coding Hot Topics: Infusion Confusion, Social Determinants of Health, Diagnosis Reporting, & More! <i>Samantha Monahan, ruralMED</i>
Leveraging Revenue Cycle KPIs <i>Shelly Cassidy, ruralMED</i>	Revenue Cycle Hot Topics: Part 1 <i>Current Payor Trends & Updates, Best Practices, Medicare Advantage, & More!</i>	Revenue Cycle Hot Topics: Part 2 <i>Current Payor Trends & Updates, Best Practices, Medicare Advantage, & More!</i>
Billers Roundtable		


Symbol Key

BE Hospital Board Member Education Sessions

1 CEU American Academy of Professional Coders (AAPC) – CEU Credit Hours Sessions

11 CPE Nebraska Board of Public Accountancy – 11 CPE Credit Hours for Conference Attendance

BREAKOUTS - Friday, May 3rd

Session 4 8:30 - 9:30 a.m.	Session 5 9:45 - 10:45 p.m.	Session 6 11:00 - 12:00 p.m.
Finance KPIs: What Do They Mean?	Grant & Federal Funding Opportunities for CAHs <i>Chance Klasek, JCH&L Bryce Betke, ruralMED</i>	Finance 101: Basics for New Leaders
CEO Roundtable: Part 1 <i>John Kuehn, Sand Creek Strategy Rebekah Mussman, ruralMED</i>	CEO Roundtable: Part 2 <i>John Kuehn, Sand Creek Strategy Rebekah Mussman, ruralMED</i>	Advocacy Committee <i>John Kuehn, Sand Creek Strategy</i>
<i>- In case you missed it! -</i> CISA 101 <i>Warren Hagelstein & Greg Goodwater CISA - U.S. Dept of Homeland Security</i>	<i>- In case you missed it! -</i> Physical & Cybersecurity Tabletops: Best Practices & Resources <i>Warren Hagelstein & Greg Goodwater CISA - U.S. Dept of Homeland Security</i>	Using ChatGPT to Inspire Your Business Communication: Best Practices & Other Uses of AI Tools <i>Jackie Ziemke, ruralMED</i>
<i>- In case you missed it! -</i> Crucial Conversations: How to Have Them <i>Amber Ackerson, ruralMED</i>	General Compliance Guidance Update <i>Amber Ackerson, ruralMED</i>	Rural Health Clinic: Compliance Check <i>Amber Ackerson, ruralMED Hayley Prosser, ruralMED</i>
 AI Integration in HIM, Coding, & Rev Cycle: What's Out There? <i>Samantha Monahan, ruralMED</i>	 Building Provider-Coder Relationships: Using Effective Communication <i>Samantha Monahan, ruralMED</i>	 OIG High-Risk Target Areas for Medicare Advantage Plans <i>Samantha Monahan, ruralMED</i>
Navigating Medical Necessity & Prior Authorizations <i>Hayley Prosser, ruralMED Jennifer Harris, ruralMED</i>	Bridging the Gap Between Financial & Clinical Teams <i>Audience: Clinical & Financial</i>	Chargemaster Best Practices <i>Jennifer Harris, ruralMED</i>
Cerner Clinical Roundtable <i>Michelle Dick, ruralMED</i>	Cerner Revenue Cycle Roundtable <i>Hayley Prosser, ruralMED Jordan Wagner, ruralMED</i>	Navigating Payor Contracts <i>Shelly Cassidy, ruralMED</i>
EMR Roundtables: Meditech & Paragon		

Symbol Key

 Hospital Board Member Education Sessions

 American Academy of Professional Coders (AAPC) – CEU Credit Hours Sessions

 Nebraska Board of Public Accountancy – 11 CPE Credit Hours for Conference Attendance

REGISTRATION:

Register By: April 15th, 2024

Register At: rmhealthcoop.com/rural-health-aligned

LOCATION INFORMATION:

Keynote Speakers: Thursday, May 2nd

Silver 11 & 12 Rooms @ Younes Conference Center North (Attached to Crowne Plaza)

Breakouts: Thursday, May 2nd & Friday, May 3rd

Second Floor @ Younes Conference Center North (Attached to Crowne Plaza)

HOTEL INFORMATION:

Crowne Plaza Kearney, an IHG Hotel
707 W Talmadge Rd, Kearney, NE 68845
308-238-7000

Fairfield Inn & Suites by Marriott - Kearney
510 W Talmadge Rd, Kearney, NE 68845
308-236-4200

Candlewood Suites Kearney, an IHG Hotel
210 4th Ave, Kearney, NE 68845
308-234-1100

La Quinta Inn & Suites by Wyndham Kearney
108 3rd Ave, Kearney, NE 68845
308-237-4400

Hampton Inn Kearney
507 Talmadge St, Kearney, NE 68845
308-234-3400

Comfort Inn Kearney I-80
118 3rd Ave, Kearney, NE 68847
308-251-2722

Holiday Inn Kearney, an IHG Hotel
110 2nd Ave, Kearney, NE 68847
308-237-5971

QUESTIONS & REGISTRATION CHANGES?

If you have any questions or changes to your registration, please contact Rebekah Mussman at: RMussman@ruralmed.net // 308-217-4212

CANCELLATION POLICY:

Conference registration cancellations made prior to April 15th, 2024 are subject to a cancellation fee equal to 50% of the registration costs. We are unable to accommodate registration cancellations after April 15th, 2024.