

RURAL MINNESOTA HEALTH FORUM - Thursday, May 23, 2024

7:00 - 8:00 AM	<p>Registration/Vendor Fair</p> <p><i>Breakfast will be served during this time.</i></p> <p style="text-align: right;">Sponsorship Available</p>
8:00 - 8:10 AM	<p>Welcome</p> <p>Denise Schneekloth, Executive Director, MN Rural Health Cooperative</p>
8:10 - 9:00 AM	<p>Rural Healthcare Update - Brock Slabach, NRHA</p> <p style="text-align: right;">Sponsorship Available</p>
9:00 - 9:30 AM	<p>MHA State Update - Joe Schindler, MHA</p> <p style="text-align: right;">Sponsorship Available</p>
9:30 - 10:30 AM	<p>General Session/Keynote:</p> <p><u>Leading with Purpose</u> - Erik Therwanger, Founder & Author of Think GREAT</p> <p>Leadership is an artform that is intended for everyone, regardless of having direct reports. Discover the true meaning of being a leader and how to empower everyone you encounter. Elevate enthusiasm, performance, and results.</p> <p style="text-align: right;">Sponsorship Available</p>
10:30 – 11:30 AM	<p>VENDOR FAIR</p>
11:30 AM – 12:30 PM	<p>Educational Breakout Sessions</p> <ol style="list-style-type: none"> <u>Preparing Physicians for Leadership</u> - Mary Ellen Wells, C-Suite Resources plus Panel Health care organizations recognize the importance of including physicians at their leadership tables. For hospitals, the traditional medical staff leadership roles are no longer the only voices needed; for independent clinics, the business aspects of practice have grown in complexity; for integrated systems, the physician perspective is necessary throughout the continuum of care. However, physicians have little formal training or experience in dealing with administrative issues. This presentation will be conducted in a panel format with 3-4 experienced physician leaders and an administrator who will speak to the challenges facing physician leaders and the issues related to finding and grooming potential physician leaders. <u>HIPAA Regulatory Changes</u> - Joe Wivoda, HIPAA Trek Never have we had more changes to the HIPAA regulations than we do today. Approximately 30% of the Privacy rule is changing, modifications for maternal and child privacy, significant changes to the Security rule, and expanded definitions of 42 CFR Part 2 which governs privacy for substance use disorders. This presentation will provide an overview of the changes, their timeframes, and how you can prepare to implement these changes in policy and practice.
11:30 AM – 1:00 PM	<p>Networking Meetings—Education/Vendor Presentation Details TBD</p> <ul style="list-style-type: none"> Materials Management - TBD, more details to come Lab - TBD, more details to come Imaging - Digital Pet/CT & an Introduction to Theronostics – Shared Medical Services Pharmacy - Stay HRSA Audit Ready: Unlocking the HRSA FY24 Data Request List - SpendMend
12:30 - 1:30 PM	<p>LUNCH (Lunch will be available for vendors at 12:00 p.m. and those attending lab, pharmacy, imaging, and materials management meetings will have lunch available at 1:00 p.m.)</p> <p style="text-align: right;">Sponsorship Available</p>

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12:30 - 1:30 PM	VENDOR FAIR
1:30 - 2:30 PM	<p>Educational Breakout Sessions</p> <ol style="list-style-type: none"> <p><u>Tips and Traps for Managing Today's Workforce</u> - <i>Dan Prokott, Faegre Drinker Biddle & Reath LLP</i></p> <p>This fast-paced and informative presentation will cover a variety of key employment-related topics applicable to Rural Healthcare Organizations in Minnesota, including: the impact on employers of Minnesota laws passed in 2023 (including earned sick and safe leave, legal cannabis, and prohibition on non-compete agreements) and 2024 (to be determined based on the 2024 legislative session), successful management of remote/hybrid workers, federal regulatory efforts (e.g., guidance and related actions by the National Labor Relations Board), and other topics.</p> <p><u>Customer Service & Patient Billing Success</u> <i>Amy Fajardo, MedCycle Solutions</i></p> <p>This course is designed to equip professionals working in patient billing, financial services, registration, and pricing estimates with the necessary skills and knowledge to provide exceptional customer service and ensure billing success. Participants will learn strategies to enhance patient satisfaction, navigate complex billing procedures, and effectively address patient inquiries and complaints.</p> <p><u>Improving Financial Performance with Updated Strategies</u> <i>Meredyth Lacombe, Eide Baily/Michael Anderson – President and CIO Hi-Line Capital Management LLC</i></p> <p>Ongoing changes in the healthcare industry are forcing providers to update their operational and delivery strategies. These financial challenges also require organizations to revisit the hidden potential in their 2nd, often ignored, business line. This session is designed to explore strategic opportunities to improve long term financial performance.</p> <p><u>Technology-Enabled Solutions, AI in Healthcare</u> <i>Mike Wilbert, Nick Westbye, Caroline Buse, Jason Jodlowski, Gallagher</i></p> <p>This presentation is designed to be informative and interactive drawing the audience in to discuss next-generation Artificial Intelligence technology and the emerging applications in healthcare, particularly within talent management, recruitment, total rewards and employee communications.</p>
2:30 PM	Break
2:45 – 3:45 PM	<p>Closing Session: <u>Life's your Legacy...Live It!</u> <i>Reneé Rongen, Entertaining Speaker - Author - Business Strategist</i></p> <p>Reneé's must-hear signature presentation will stay with you long after you find yourself dancing out the door. This over the top message, has been shared over the globe; full of brilliantly crafted humor, powerful life lessons and the kick-in-the-pants motivation needed to inspire us to live full-throttle: more purposefully, passionately and profitably.</p> <p style="text-align: right;">Sponsorship Available</p>
3:45 PM	<p>Closing Remarks Prize Winners are Announced – Must be present to win</p>

