

RURAL MINNESOTA HEALTH FORUM - Session Descriptions

Radical Transformation: The Power of Presence, Purpose, and Partnerships - April Lewis, Keynote Speaker

Are you ready to rewrite the story of your workforce? In *Radical Transformation*, leaders will uncover the keys to creating thriving, higher-performing, healthy workplaces that motivate staff to stick around. The current workforce landscape creates challenges for leaders in every industry. Budgets can't keep up with inflation. The desire for more flexible work causes healthcare staff to be disengaged. Legislative changes impact the most vulnerable populations.

This powerful keynote dives into the three pillars of transformation: Powerful Presence, Purposeful Leadership, and Productive Partnerships. Packed with compelling stories, actionable strategies, and a call to action, this opening keynote will empower you to lead with purpose, build cultures of trust in inclusivity, and leave a legacy of impact. Radical change starts with you—master your mindset, lead boldly, and unite your team for extraordinary results.

Optimizing Hospital Revenue: Tackling Leakage through Chargemaster Accuracy, Revenue Integrity, and Strategic Financial Planning - Dan Larson & Matthew Borchardt, Clifton Larson Allen

Enhance your hospital's financial health with proactive chargemaster oversight, revenue integrity practices, and strategic financial planning. As healthcare regulations and financial pressures evolve, accuracy and efficiency in your chargemaster are crucial for minimizing revenue leakage and maximizing financial performance. Learn from real-world scenarios and discover how to optimize your revenue cycle and help you understand your strategic financial future.

Privacy and Security Best Practices: Tales from the Field - Joe Wivoda, HIPAA Trek

This session will discuss best practices for protecting the privacy and security of your patient information, based on observations made during countless security risk analyses and tabletop exercises performed nationwide. Using stories and examples from these site visits and presenting them in a fun and accessible way, attendees will learn practical, real-world solutions to being HIPAA compliant and patient friendly.

Tales of the Trenches: Insights From the Frontlines - Todd Sorg, Chief Operations Office & Chief Information Security officer, CIT

This session will reflect the unique challenges faced by the healthcare sector. Attendees will hear real-world stories and case studies that highlight the importance of robust cybersecurity measures. The presentation will offer practical advice and lessons learned from the trenches, providing valuable insights that healthcare providers can apply to their own organizations.

Empowering Rural Health Care Providers: Leveraging Data for Quality, Equity, and Research - Liz Cinqueonce, President & CEO & William Muenchow, Vice President Technology, MN Community Measurement

This session will explore how MN Community Measurement (MNCM) collaborates with rural health care providers to deliver actionable insights and support efforts to enhance the quality and equity of care in rural communities. Participants will learn about MNCM's innovative programs, including the Common Health Information Reporting Partnership (CHIRP), which streamlines data sharing between providers and payers, and opportunities for rural providers to engage in research and public health surveillance projects through the MN EHR Consortium through MNCM. The presentation will highlight the importance of ensuring that rural practices and patients are adequately represented in measurement, reporting, and research activities that influence policy, payment models, and health care investments. Practical examples will demonstrate how rural providers can leverage data they already submit to MNCM to drive improvements in patient outcomes and equity.

Repaving a path to profitability - Nick Smith, Partner, Wipfli LLP

Rising staffing costs and expenses are putting pressure on hospital expenses. Pressure from insurers, rising accounts receivable and denials are weighing on cash and revenue. Eroding profit margins are forcing hospitals across the country to consider their financial health and make more aggressive changes to their operations to achieve financial sustainability. Through our financial improvement work with hospitals, Wipfli has identified key success factors, strategies, and tactics that hospitals have put in place to improve profitability in today's economic environment. We will unpack our findings across key areas including revenue cycle, reimbursement and cost report considerations, strategic and service line performance, and operational/staffing benchmarks and how optimization across these areas can impact profitability and financial sustainability.

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Employment Law Essentials for Rural Healthcare Leaders - Heather Springer, Attorney & Morgan Brekke, Attorney, Woods Fuller

To provide updates on key state and federal law changes to various employment laws specifically as it relates to healthcare employers, updates to Minnesota employment laws. This presentation will review and update participants on recent changes within the last year to major employment laws including compliance with drug testing requirements, Earned Sick and Safe Time, the Fair Labor Standards Act, the Americans with Disability, the Pregnancy Discrimination Act and any other changes which occur prior to the presentation. The presentation will cover both state and federal updates.

You're the One - April Lewis, Keynote Speaker

In the ever-changing world of healthcare, where recruitment, funding, reimbursement, and culture challenges weigh heavily on leaders like you, one truth remains: **You're the One**. You are the heartbeat of your organization, the driving force behind collaboration and patient care. Without you, the systems that provide healing, wellness, and service would falter. This closing keynote is not just a message—it's a movement to honor, empower, and activate the incredible leaders in healthcare centers across Minnesota.

Each of you is indispensable, from clinical support staff to physicians. You face uncertainty, resource constraints, and cultural shifts, yet you remain steadfast in your mission. This interactive, high-energy session will end the conference and fuel you to leave with renewed energy and commitment. Because together, we don't just face challenges—we overcome them. **And it starts with you.**