

RURAL MINNESOTA HEALTH FORUM - Session Descriptions

Communicate and Celebrate! Creating Moments that Matter. Building Stronger Connections in Healthcare. - Joy Baldrige

This keynote explores how purposeful communication and meaningful recognition strengthens connections with patients, families, and colleagues focusing on small moments with lasting impact. This dynamic keynote highlights how clear compassionate communication and celebrating what matters can reinforce trust, engagement and resilience in demanding healthcare environments. It is designed to inspire reflection and practical action. This keynote provides healthcare professionals with new actionable tools to create moments that truly matter through how they communicate, connect and recognize one another

“Show You the Money” - Finding Your Own Rural Hospital Strategic Financial and Reimbursement Improvements - Daniel Larsen, Principal & Ryan Strusz, Principal, Clifton Larson Allen

CLA will showcase tools that will help your organization better understand and enhance its financial position from both an organizational profitability standpoint and provider real life tips, tricks, and examples of financial and reimbursement changes that can help you optimize your current financial situation.

Employment and Healthcare Law Updates: Implications 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.

Patient Billing Success - Amy Fajardo, CS, RCM, MedCycle Solutions

Patient billing has never been more complex—or more closely tied to patient satisfaction and financial performance. This informative webinar breaks down proven strategies medical practices can implement to reduce denials, improve collections, and create a more transparent, patient-friendly billing experience.

We'll explore how strong pre-registration workflows set the foundation for clean claims, why financial counselors play a critical role in patient communication and payment responsibility, and how compliance with the No Surprises Act (NSA) impacts billing, estimates, and patient trust.

In this session, you'll learn how to:

- Strengthen pre-registration and insurance verification to prevent downstream billing issues
- Use financial counselors to improve patient understanding and payment outcomes
- Navigate NSA requirements, Good Faith Estimates, and patient protections
- Reduce patient confusion, complaints, and bad debt
- Align front-end operations with billing and revenue cycle success

This session is ideal for practice administrators, billing managers, front-desk leaders, and revenue cycle professionals looking to improve both financial outcomes and the patient experience.

When Mistakes Matter Strategies for Enhancing Medication Safety and Managing Risk - Kayla Boyd BSN, RN, MSHCT, CPHRM, COPIC

Targeted for clinical staff as well as risk management and quality staff. We will explore the common reasons for medication errors and review safety and risk strategies to minimize these errors. We will also work through case scenarios utilizing HPI's Safety Event Classification system so the audience can implement a strategy to classify, track, and trend their own internal events to help drive quality improvement.

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Pharmacy-Walking the Line to Financial Sustainability - Heidi Larson, PharmD, SpendMend

Discussion will include- 1. Changes in Medicaid and the Impact on Pharmacy Finances 2. The Medicare Part D IRA 3. The 340B Program Pilot Rebate Model

Thriving in the 2026 Care Management Landscape: Maximizing Revenue Through CCM & APCM - Shane Grivich, ChartSpan

With major reimbursement updates taking effect in 2026, rural healthcare organizations face both new challenges and significant financial opportunity. CMS has confirmed meaningful increases for Chronic Care Management (CCM) and Advanced Primary Care Management (APCM), making these preventive care models essential for long-term sustainability. This session will provide a comprehensive overview of the 2026 care management landscape, including payment changes, operational requirements, and best-practice strategies for implementing or optimizing CCM/APCM programs. Attendees will gain practical insights into how these programs strengthen financial performance, reduce clinician burden, and improve health outcomes across rural patient populations.

Building Trustworthy AI in Critical Care: Responsible Adoption - Adam Kehler, OBS

AI is quickly becoming part of patient care, but using it well requires trust, integrity, and privacy. This session offers practical guidance for responsibly adopting AI tools while protecting privacy, maintaining security, and keeping pace with emerging AI policy. Using the NIST AI RMF as a reference, we'll show organization leaders how to strategically implement AI in ways that support safe, transparent, and trustworthy care.

Understanding Workforce Pathways to Strengthen Rural Healthcare - Kelly Asche, Senoir Research, Center for Rural Policy and Development

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.

Listening Beyond the Survey - What Teams Really Need from Their Leaders - Kaylea Bosman, Virtulead Consulting

Uncover the hidden messages behind employee feedback and explore what teams are *really* asking for: clarity, connection, and confidence in leadership.

Through real-world examples and actionable insights, this session unpacks how communication drives trust, performance, and retention. Attendees will leave with a stronger understanding of how to:

- Decode what feedback is really telling you (and what it's not)
- Communicate with clarity that aligns teams and expectations
- Build trust through transparency and presence
- Strengthen engagement by connecting daily leadership moments to culture and purpose

Navigating Change in a Constantly Evolving Healthcare Environment - Joy Baldrige

Change is constant in healthcare, sometimes frustrating, often unexpected. Learn practical strategies to reframe change, embrace new processes, and maintain positivity and productivity even during transitions.