



Rural Minnesota Health Forum

May 23, 2024

Hosted by:



Arrowwood Resort and Conference Center

2100 Arrowwood Ln, Alexandria, MN 56308

A partnership of rural healthcare organizations working together to strengthen the delivery of healthcare in rural Minnesota.

RURAL MINNESOTA HEALTH FORUM - Thursday, May 23, 2024

Be a part of the Ultimate Pajama Party

Reneé has seen the sadness and struggles with women across the country who flee in the night for a safe place away from their abuser and know the most often they leave with nothing. It is her goal to make sure that every woman and child who flee get to sleep in a new pair of pajamas.

It's simple..bring a new pair of pajamas size newborn through adult to the event and we will be donating to the Someplace Safe - Douglas County.



Safer Families, Safer Communities

Someplace Safe works to create safer communities in West Central Minnesota by providing high quality crime victim services.

Someplace Safe Douglas Advocacy Office

Offering free and confidential services to individuals who have been affected by domestic violence, sexual assault and exploitation, human and labor trafficking, and other crimes including: elder abuse, harassment, stalking and others. Someplace Safe also offers specialized services for youth. Survivor services include:

- 24-hour crisis hotline
- Legal and medical advocacy
- Court accompaniment
- Emergency short-term housing
- Safety planning
- Emergency resources (food, transportation, cell phones)
- Information and referrals to community resources

Nearly 700 survivors served this past year.



679 emergency meals and 279 nights of safety were provided over the past year.



Providing safety, options, and hope throughout: Big Stone, Douglas, Grant, Pope, Otter Tail, Stevens, Traverse, Wadena, and Wilkin counties

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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> - Dan Prokott, Faegre Drinker Biddle & Reath LLP</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> Amy Fajardo, MedCycle Solutions</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> Jessica Aasen, Eide Baily/Michael Anderson – President and CIO Hi-Line Capital Management LLC</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> Mike Wilbert, Nick Westbye, Caroline Buse, Jason Jodlowski, Gallagher</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:</p> <p><u>Life's your Legacy...Live It!</u> Renéé Rongen, Entertaining Speaker - Author - Business Strategist</p> <p>Renée'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</p> <p>Prize Winners are Announced – Must be present to win</p>



SPEAKER INFORMATION

Brock Slabach, Chief Operations Officer, NRHA

Brock joined NRHA in 2008. He is NRHA's Chief Operating Officer. He was a rural hospital administrator for more than 21 years and has served on the board of the National Rural Health Association and the regional policy board of the American Hospital Association. Brock specializes in rural health system development that encompasses population health and the varied payment programs moving rural providers into value-based purchasing models. He serves on the Board of Directors of Accreditation Commission for Health Care (ACHC). Brock is the 2015 recipient of the Calico Quality Leadership Award of the National Rural Health Resource Center, received the American Society of Healthcare Pharmacists (ASHP) Board of Directors' Award of Honor for 2018 and the NRHA's President's Award in 2023. Brock earned a master of public health degree in health administration from the University of Oklahoma and is a fellow in the American College



Joe Schindler, Vice-President, Finance policy and Analytics, MHA

Joe Schindler has over 30 years of experience providing Minnesota's hospitals and health systems with financial analysis and support in the areas of reimbursement, financial policy and legislative issues. His expertise includes policy analysis, Medicare and Medicaid reimbursement, hospital financial analysis, wage index and cost comparison projects. He oversees MHA's key data programs and endorsed business partners program.



Erik Therwanger, Keynote Speaker

Erik is the founder of Think GREAT and draws from his experiences as a U.S. Marine, executive business leader, sales professional, and entrepreneur to help organizations achieve new levels of success. He uniquely combines leadership development, team building, sales training, and goal-setting into strategies and techniques that empower team members and leaders to exceed expectations. Erik's interactive and entertaining style engages audiences as he empowers them to open new possibilities in their personal and professional lives. As a trainer and speaker for the spouses of armed services personnel, Erik is deeply aware of their challenges and sacrifices. To help support their education and



Mary Ellen Wells, C-Suite Resources

Mary Ellen Wells has more than 35 years of health care leadership experience. As a partner at C-Suite Resources, she currently oversees several consultative projects and serves as the interim CEO at Meeker Memorial Hospital and Clinics. Prior to joining C-Suite Resources, she served as a senior executive and CEO of several independent and affiliated hospitals, clinics, and skilled nursing facilities within Allina Health, CentraCare Health, and the University of Minnesota Hospital and Clinic. Most recently, Wells served as the program director dyad leader and senior lecturer for the University of Minnesota's MHA Program and remains involved as an adjunct faculty member.



CONTINUE SPEAKER INFORMATION

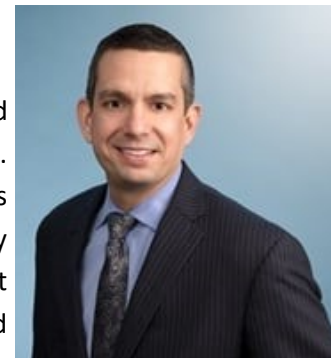


Joe Wivoda, HIPAA Trek

Joe has been a Healthcare IT consultant and Chief Information Officer for organizations across the care continuum. He has performed Security Risk Assessments for critical access hospitals, rural health clinics, FQHCs, behavioral health providers, and homecare agencies across the country. He speaks at rural health conferences nationwide about HIPAA Security and Cybersecurity and has consulted with associations, Health Information Exchanges, and healthcare organizations on HIT for over 20 years.

Dan Prokott, Faegre Drinker Biddle & Reath LLP

Dan Prokott is a Labor and Employment partner at Faegre Drinker Biddle & Reath LLP and leader of the firm's Labor and Employment Compliance, Training and Transactions team. Dan focuses his practice on advising businesses regarding complex workplace matters across a variety of subject matters, including leave management and disability accommodations, workforce reductions and restructurings, drafting executive employment and restrictive covenant agreements, and advising on employment issues in mergers and acquisitions.



Amy Fajardo, MedCycle Solutions



Amy is a valued member of MedCycle Solutions. In her role as client manager, she effortlessly manages multiple clients, as well as our internal staff to ensure that our clients receive the very best of MedCycle. Amy has over 25 years of experience as a medical billing and credentialing professional. She has a vast range of knowledge in all aspects of Revenue Cycle Management, and Provider Contracting and Credentialing. Amy has worked alongside physicians in all stages of their practice from startup, through growth and sale. Amy has extensive experience in Medical Administration, Provider Education, Contracting and Credentialing, and Billing Compliance. Amy is adept at building custom workflows for specific practice needs and educating staff on the tolls and processes they need to know to successfully do their jobs.

Jessica Aasen, RN - Manager, Eide Bailly LLP

Jessica Aasen works with healthcare providers to identify opportunities to improve long-term financial performance in multiple areas including staffing, workflows, quality and process improvement. She also assists organizations to meet regulatory compliance. Jessica's experience includes eight years of healthcare leadership in the provider setting. When organizations work with Jessica, they can expect her to use her clinical knowledge and expertise to understand your situation, dig deep to recognize your organizations opportunities and thoughtfully analyze how to help you to achieve your goals.



CONTINUE SPEAKER INFORMATION

Michael Anderson - President and Chief Investment Officer, Hi-Line Capital Management LLC

Michael Anderson serves as President and Chief Investment Officer for Hi-Line Capital Management. Anderson worked as Chief Financial Officer for Prairie Lakes Healthcare System, an independent 501c3 in Watertown, South Dakota, beginning in 2000. He soon expanded his traditional responsibilities to include improving investment processes and outcomes, evolving into a Chief Investment Office role from 2007 to 2018. This transition into a specialized executive-level position allowed subsequent CFOs the ability to focus solely on financial operations, and ultimately led Michael to develop an outsourced Chief Investment Officer (OCIO) position. As OCIO, he built the Hi-Line Capital Management team and began to offer other healthcare providers OCIO and investment advisory services, creating opportunities for them to increase resources, expand research capabilities, and further improve institutional investing processes.



Mike Wilbert, Senior Vice President, Gallagher

Mike is a Senior Vice President and Lead Strategic Consultant, assisting Healthcare employers with every facet of human capital - particularly in the pursuit of solutions for attracting, retaining and engaging a motivated workforce. Mike works to uncover needs and identify opportunities for improvement in cost savings, efficiencies and employee engagement. Mike approaches his work enthusiastically with a focus on strategy and most importantly innovation. Working with some of the largest and most complex Healthcare systems across the country, Mike and his team are at the forefront of industry trends. Mike and his team serve as thought

leaders in the world of Healthcare Human Resources, viewing everything through a lens of creativity and modernization. They see Human Resources as one of the most critical areas in driving the direction and vision of an organization.

Reneé Rongen, Keynote Speaker

Reneé is an award winning humorous and inspirational speaker, author and business consultant. She is one of the most in-demand and top-rated speakers in the U.S. and Canada. Combining her stage presence, with her award-winning business background, topped with her complete authenticity, she delivers an experience like no other to organizations who want to inspire and grow their culture to be the best in the industry. Reneé's specific areas of focus are rural communities, healthcare and entrepreneurial organizations where she can bring clarity, focus and connect organizational culture with community. A champion for wearing pajamas as much as she can get away with, Reneé is the founder of the Ultimate Pajama Party, an ongoing campaign responsible for inspiring the donation of over 1 Million pairs of pajamas to domestic violence shelters across the country, impacting the lives of women and children every day.



REGISTRATION - Educational Forum/Vendor Fair

Registration for this event can be found online at: mrhc.net/ruralmnhealthforum-member

(If the hyperlink in this document does not direct you to the registration form, copy and paste the link in browser)

Deadline to register: Friday, May 3, 2024

Please contact Christina Wangen (cwangen@mrhc.net) or Denise Schneekloth (dschneekloth@mrhc.net) if you have event or registration questions

Meals

- Complimentary breakfast & lunch will be provided Thursday, May 23rd, the day of the educational event.

Continuing Education

- Applications have been made to the MN Board of Nursing, MN BELTS&S, SHRM, MN Board of Social Work & MN Board of Pharmacy for continuing education credits. Materials will be made available for submission to other accreditations.

Miscellaneous

- Dress is Business Casual, meeting rooms can vary in temperature, please dress in layers.
- Nametags and event materials will be provided for each registered attendee at the registration table.
- There will be a door prize drawing at the closing of the education day. **Must be present to win!**
- There are **No Fees** to attend this event.
- **Cancellations must be made no later than 10 business days prior to the conference. A \$50 “no-show” fee will be charged to your facility for registrants not in attendance or for cancellations made less than 10 days prior to the conference. Registrations may be transferred to another facility employee, but conference host must be notified of the change prior to the start of the conference by emailing Christina Wangen at cwangen@mrhc.net.**

Accommodations

- There is a special room rate at the Arrowwood Resort & Conference Center of \$96/Night. Please reserve your room by Friday, May 3, 2024.
- To make a reservation, please call the Arrowwood Resort directly at 320-762-1124.
Be sure to mention you are with the Rural Minnesota Health Forum!
- More information on the resort can be found on their website at www.arrowwoodresort.com