RURAL HEALTH LEADERS VIRTUAL CONFERENCE
JUNE 10-11, 2020
This year SDAHO will be hosting a virtual Rural Health Leaders Conference, where expert speakers will discuss the future of rural healthcare, dynamics of effective organizational changes, requirements of emergency preparedness in the midst of an infectious disease disaster, and the importance of developing a facility development strategy and capital vision (even during a pandemic). Join us as we discover ways to move forward TOGETHER as South Dakota’s Rural Health Leaders.

INTENDED AUDIENCE
South Dakota’s rural health leaders are invited to this networking and education event developed in partnership between the SD Healthcare Financial Management Association, SD Office of Rural Health and SD Association of Healthcare Organizations. Programming has been planned for hospital and post-acute leadership (nursing home, home health and hospice), including CEOs, CFOs, administrators and directors.

PROGRAM AGENDA
WEDNESDAY, JUNE 10 12:30 - 2:00 PM
OPENING KEYNOTE
THE NATIONAL LANDSCAPE FOR RURAL HEALTH

Brock Slabach, Senior Vice President for Member Services, National Rural Health Association

| After a decade speaking across the country on behalf of the National Rural Health Association, Brock Slabach, MPH, FACHE, NRHA Senior Vice President of Member Services, has a deep understanding of health policy and what it means for rural America. Over the years, Slabach has delivered more than 200 presentations and logged thousands of travel miles covering every corner of the U.S., from New England to Nevada, Alaska to the Florida panhandle, sometimes even internationally. Reaching out to health professionals and decision-makers helps build momentum for important rural health initiatives, and in his efforts Slabach has connected with countless people who share his passion for building a stronger future for rural health care. During this session, Slabach will review the rural health landscape before COVID-19 and the impact this pandemic has had on providers nationwide ever since.

BROCK SLABACH

2:15 - 3:30 PM
Planning Amid the Unknown: Developing a Flexible Facility Development Strategy and Capital Planning Vision During Periods of Change and Uncertainty

Nick Smith, Wipfli

| This session will explore some of the emerging market trends that are impacting healthcare services and facility development priorities in rural areas, including COVID-19. We will also discuss some practical approaches that hospitals can take to better align their strategic initiatives to their capital and facility investments. Lastly, we will explore some best practices for creating a capital vision that balances strategy and growth with affordability and realistic financial goals.

3:45 - 4:45 PM
Hospitals and Long-Term Care Facilities-Hand in Hand Partners in Emergency Preparedness

Nancy Ruzicka, BS, RPh, MBA, MJ, CHC, Ruzicka Consulting

| In November 2017, CMS regulations on Emergency Preparedness became effective in eleven different categories of providers and suppliers covered by CMS. These regulations have been updated multiple times since with the latest update in November 2019. The regulations established national emergency preparedness requirements in order to adequately plan for both natural and man-made disasters and to coordinate with other local providers and the local preparedness system.

“All-hazards” planning which is the basis for hazard vulnerability assessment and planning must now include “emerging infectious diseases (EID)” such as influenza, Zika and Ebola and now Covid-19. Based upon recent experiences, changes in emergency preparedness planning for infectious disease outbreaks, i.e., early identification, personal protective equipment supply planning, infectious disease specific staff education that has not previously been included in other planning, mitigation, responds and recovery plans.

During this session, Nancy will review CMS Emergency Preparedness requirements and other topics requiring greater attention: closer planning relationships with other health care providers, tracking of staff and displaced patients/residents, providing care at alternate sites under an 1135 waiver and the role of senior leadership.
THURSDAY, JUNE 11
8:30 - 10:00 AM

The Post-Acute Evolution

Blake Gillman, Vice-President/Director of Post-Acute Care Services for Life Care Services | This session will discuss a 5-point strategy for evaluating your community’s current situation and determining how it could become part of the post-acute care evolution. During this presentation, Blake will identify trends, challenges, and opportunities in post-acute care, including how your organization can make changes today to ensure that you can meet the health and wellness needs of future residents.

10:10 - 11:20 AM

Human Resources and Legal Matters that Matter Most to Hospitals and Long-Term Care

Lauri Dahlberg, PHR, SHRM-CP, Eide Bailly | Session description coming soon

11:30 AM - 12:30 PM

Dynamics of Change

Richard Brynteson, PhD, MBA, Professor of Management, Concordia University | We live in a turbulent world. Change is the only constant. We can either embrace it and shy away and become obsolete. This workshop will help participants prepare for and understand the dynamics of change. Participants will discover how different people react to change in healthy and unhealthy ways. Dr. Brynteson will introduce eight steps for effective organizational change and how to best prepare employees for change.

Thanks to the Healthcare Financial Management Association (HFMA) for their partnership again in this conference. The Healthcare Financial Management Association (HFMA) helps its members—both individuals and organizations—achieve optimal performance by providing the practical tools and solutions, education, industry analyses, and strategic guidance needed to address the many challenges that exist within the US healthcare system.

REGISTRATION

Your virtual registration includes access to over eight hours of information packed with content that will assist you lead during these uncertain times. Attendees will also receive recordings and handouts to each of the sessions and continuing education credits will be available to Licensed Nursing Home Administrators.

To register, go to https://sdaho.org/rural-health-leaders-conference/

Cancellation policy: Prior registration is required. Registration deadline is June 5, 2020. No-shows will be billed. Substitutions welcome anytime via email. A full refund will be given to all cancellations received 10 or more business days prior to the program. No refunds will be given to cancellations received five or fewer business days prior to the program. All cancellation and substitution requests must be emailed to michella.sybesma@sdaho.org.

CEU INFORMATION

Earn over 8 hours of CEU's for Nursing Home Administrators and in two days of information packed sessions!

SDAHO is the South Dakota affiliate of LeadingAge, an approved provider of continuing education in nursing home administration by the South Dakota Board of Nursing Facility Administrators. There are up to 8.7 contact hours available to nursing home administrators at this conference.
SPEAKERS

RICHARD BRYNTESON, PHD, MBA, PROFESSOR OF MANAGEMENT, CONCORDIA UNIVERSITY
As an organizational consultant, executive coach, teacher, and writer, Richard helps his students and clients examine their own thinking and make changes in order to improve their productivity and quality of life.

Richard innovates his clients' work processes and products in order to improve effectiveness and efficiency. He helps them to creatively explore the relevance of their own assumptions and paradigms. Richard shines a mirror at his clients so they can see the flaws in their thinking. His motivational speeches are humorous, inspiring, and thought provoking.

BLAKE GILLMAN, VICE-PRESIDENT/DIRECTOR OF POST-ACUTE CARE SERVICES FOR LIFE CARE SERVICES
Blake Gillman currently serves as the Vice President/Director of Post-Acute Care Services for Life Care Services, Des Moines, IA. He began his career in long term care career over 30 years ago as an Administrator and continued his career as Chief Operating Officer for various long term care companies until becoming the Founding Member and Owner of a National Healthcare Consulting firm and was the Owner of a National Contract Rehabilitation company. Both companies specialized in providing operational consultancy and rehab services to Long Term Care providers and CCRC’s throughout the United States.

He served for a number of years as an appointed member of a U.S. Congressional Health Care Panel to advise and consult within the U.S. Congress regarding health care initiatives in Washington D.C. Has served as President of the Arizona Health Care Association, the Chairman of the Public Policy Committee and a member of the Board of Directors. He is currently serving as a member of the American Health Care Association’s Finance and Reimbursement Committee and on the Advisory Board of Lincoln Health for Post-Acute 100 and Post-Acute 360.

NANCY RUZICKA, BS, RPH, MBA, MJ, CHC, RUZICKA CONSULTING
Nancy Ruzicka has experience teaching and assisting hospitals and other healthcare facilities in understanding applicable Federal and State laws, rules, regulations and interpretative guidelines. Her experience also encompasses teaching all levels of healthcare staff in understanding compliance and HIPAA requirements. Nancy has been a frequent speaker for the Iowa Hospital Association on EMTALA and Conditions of Participation for hospitals and critical access hospitals.

Nancy’s previous experiences include Director of Integrity & Compliance and Privacy Official at Mercy Medical Center, Des Moines; Director of Regulatory Compliance at UnityPoint Health and over twenty years of experience with Iowa Department of Inspections and Appeals.

Nancy received her MJ in Health Law, MBA and BS in Pharmacy from Drake University, Des Moines. She is certified in Healthcare Compliance (CHC) and maintains her Iowa pharmacy license.

BROCK SLABACH, SENIOR VICE PRESIDENT FOR MEMBER SERVICES, NATIONAL RURAL HEALTH ASSOCIATION
Brock joined NRHA in 2008. He has administrative responsibility for all areas of member services, including membership, communications and meetings/exhibitions.

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 CMS Star Rating Technical Expert Panel (TEP), a member of the National Quality Forum’s Measures Application Partnership (MAP) Hospital and Rural Health Workgroup and serves on the Board of Directors of the National Rural Accountable Care Consortium and Healthcare Facilities Accreditation Program (HFAP).

NICK SMITH, WIPFLI
Nick leads the facility and capital planning practice in Wipfli’s midwestern region. As a strategy and planning consultant, he has dedicated the past 15 years to helping health systems, community hospitals and critical access hospitals develop facility and capital strategies that align capital investments with strategic initiatives to thrive in an evolving healthcare landscape.