

Preliminary Agenda

Wednesday, February 13

12:30 - 2:30 p.m.

(Lunch will be served at 12:30 p.m.)

Critical Access Hospital Meeting & Luncheon

3:00 - 4:30 p.m.

MHA Board of Directors Meeting

6:00 - 7:00 p.m.

Opening Night Reception

7:00 - 9:00 p.m.

Opening Night Dinner Banquet

9:00 p.m.

Entertainment: Ben Kilcollins

Thursday, February 14

7:00 - 8:00 a.m.

Breakfast Buffet

8:00 - 8:15 a.m.

Welcome & Opening Comments

Charlie Therrien, President, Northern Light Mercy Hospital and Chair, Maine Hospital Association

8:15 - 9:30 a.m.

“Rural and Critical Access Hospitals: Policy Issues and Future Strategies”

Michael Topchik, MPH, National Leader, The Chartis Center for Rural Health

Troy Brown, Manager, The Chartis Center for Rural Health

Although some rural and critical access hospitals are strong and financially stable, many are struggling. These hospitals often struggle to recruit physicians and they rely heavily on Medicare and Medicaid, which have constrained funding. Many serve communities struggling with poverty, addiction and other social factors that adversely affect health. Rural hospitals are frequently economic anchors of their communities so that cost cutting may have broad impacts on local residents and businesses. In May 2018, CMS announced a new rural health strategy but it has thus far offered little in the way of specific policy proposals. Regardless of future policy changes, rural hospitals need to develop concrete strategies to maintain fiscal stability while continuing to effectively serve their communities. This session will discuss the environment facing rural providers, potential future policy changes to support rural providers, elements of a strategy for fiscal stability and case studies describing innovative approaches developed by successful rural hospitals and health systems that will help you prepare a path for the future.

9:30 - 9:45 a.m.

Break

9:45 - 11:00 a.m.

“Deep Dive Discussion: 10 Key Considerations for Rural Healthcare Leaders”

Michael Topchik & Troy Brown

This interactive session will describe 10 key forces that should drive the development of future strategic planning and operational change for rural healthcare leaders. These include the changing healthcare workforce, opportunities to expand access to care and broaden clinical services through virtual care, the growth of alternative payment models in Medicare and Medicaid, and the increasing importance of addressing social determinants of health. After a brief introduction, this session will break out into small groups where you will engage with peers from across the country to discuss how common challenges are being addressed across a range of community contexts. We will then reconvene for a group discussion of future strategic options for financial stability and effectively addressing the needs of your communities.

11:00 - 11:15 a.m.

Break

11:15 a.m. - 12:30 p.m.

“From Surviving to Thriving”

Marty Fattig, CEO, Nemaha County Hospital, Nebraska

Small decisions made at the right time can make a big difference in the operation of a small rural hospital. As the health-care industry changes to one driven by value rather than volume, rural hospitals and rural providers are challenged to determine how they fit in with the new paradigm. Nemaha County Hospital (NCH) is a 20-bed, county-owned Critical Access Hospital (CAH) in Auburn, Nebraska. His facility became the first Nebraska hospital and the second CAH in the country to receive ISO 9001 certification for its quality management system. NCH was also named to the 2015 list of HealthCare's Most Wired facilities compiled by the American Hospital Association's Health Forum and the College of Healthcare Information Management Executives. Marty Fattig has been involved in healthcare for over 35 years. He serves on the Critical Access Hospital Advisory Board on Quality and the federal health information technology coordinator's Health IT Policy Committee's Meaningful Use Workgroup. Fattig is also currently the treasurer on the Nebraska Hospital Association board of directors. During this session, Fattig will provide his perspective on how leaders from small, rural hospitals can best tackle the challenges they currently face. As they look ahead, what are the strategic questions they should be considering so that they not only survive, but thrive?

12:30 - 1:30 p.m.

Luncheon Buffet

6:00 - 8:30 p.m.

Reception & Dinner Banquet

8:30 - 9:30 p.m.

Entertainment: *Comedian Jim Colliton*

Friday, February 15

7:30 - 8:30 a.m.

Breakfast Buffet

8:30 - 8:45 a.m.

Opening Comments

Charlie Therrien, President, Northern Light Mercy Hospital and Chair, Maine Hospital Association

8:45 - 10:00 a.m.

“Reimbursement Models of the Future: A Look at Proposed Models and Their Potential Impact on Rural Providers”

Ralph J. Llewellyn, CPA, CHFP, Partner, Eide Bailly

What is going to happen with Critical Access Hospital reimbursement? Will it change? How will it change? In this session, we will look at proposed alternative reimbursement models for rural facilities and how they might impact your facility and community. If these models come into play, what strategy/solution is best for your community? We will discuss the benefits of these proposed models, along with any unforeseen challenges.

10:00 - 10:15 a.m.

Break

10:15 a.m. - 11:45 a.m.

“Rural Hospital State and Federal Advocacy Update”

Jeffrey Austin, Vice President, Government Affairs and Communications, MHA

Speaker TBA, American Hospital Association (AHA)

Join us as we explore the various state and federal legislative issues impacting rural hospitals. In doing so, we'll also discuss plans underway as part of MHA's newly formed Rural Hospital Task Force.

11:45 a.m.

Closing Comments & Adjournment