

33RD ANNUAL AHA RURAL HEALTH CARE LEADERSHIP CONFERENCE

FEBRUARY 2–5, 2020

ARIZONA GRAND RESORT & SPA
PHOENIX, AZ



AHA Trustee Services

FEATURING DEDICATED GOVERNANCE PROGRAMMING

The AHA's 33rd Annual Rural Health Care Leadership Conference features extensive educational programming to connect the work of governing boards to the challenges of transforming the rural health care delivery system. The conference's governance programming provides

opportunities for board members to explore emerging trends and best practices

with governance and rural health care experts. Board members will gain insights into the innovative governance approaches and critical leadership competencies that will move the board from good governance to excellent governance, while learning how heightened demands for improved quality, new collaborations, and enhanced efficiency and effectiveness are changing the board's role and oversight responsibilities. Sessions include:

PRE-CONFERENCE WORKSHOP

Governance and Innovation: Driving Major Organizational Change

Cathy Eddy, Founder, Retired President, Health Plan Alliance

Innovative approaches are key to meeting the governance challenges facing rural hospitals and health systems now and in the future. This workshop will explore ways for board members to examine their roles in oversight, insight and foresight, and explore new opportunities to collaborate and improve the health of their communities.

KEYNOTE

Rhetoric, Reality, and Responsibility: The Rural Governance Challenge

James E. Orlikoff, President, Orlikoff & Associates, Inc.

Hospitals will disappear! Volume-based payment is just around the corner! Tech companies will disrupt and then own all of health care! These are but a few of the rhetorical truisms bandied about today. But what is the reality and what is the truth? And, how can rural health care boards tell the difference and make decisions to help their hospitals and systems survive in a post-disruption world? This presentation will outline the tensions between the health care rhetoric and reality and provide governance techniques to help boards tell the difference.



STRATEGY SESSIONS

Community Benefit: What Boards and Executives Should Know

Julie Trocchio, Sr. Director, Community Benefit & Continuing Care, The Catholic Health Association of the United States and
Trina Hackensmith, Vice President, Lyon Software

Board members and executive leaders are responsible for ensuring that their organizations are faithful to their mission and fulfill their charitable tax-exempt purpose. Not-for-profit hospitals continue their mission of service by responding to community health needs and meet the IRS community benefit standard. This session will examine federal requirements governing hospital tax-exemption, including working with community partners to conduct community health needs assessment and plans to improve community health. It will cover the definition of community benefit and the rationale for what can and cannot be reported to the IRS as community benefit. You'll gain a greater understanding of the role of the board and executive leadership in the community benefit arena.



**REGISTER THREE & THE
FOURTH ATTENDS FOR FREE!**

**REGISTER BY DECEMBER 13
FOR EARLY BIRD PRICING!**



REGISTER ONLINE

www.aha.org/rural-conference

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STRATEGY SESSIONS

Making Your Board a Model of Governance Excellence

Lyn Jenks, Governance Consultant, Munson Healthcare

Hospitals and health systems have made efficient operations, high quality and standardization of internal processes major elements of success—but what most of us have neglected to do is spend adequate time fully integrating these initiatives at the very top the organizations with our boards. Munson Healthcare studied what makes boards great, implementing an assertive program to build a benchmark model for system and local hospital governance. Learn how to boost board engagement in high-level decision making, improve overall satisfaction of board members, standardize and improve board recruitment, on-boarding, orientation and education, and more!

**Accelerated Strategic Planning for Rural and
Critical Access Hospitals: Finding Solutions to
Today's Toughest Challenges**

Dennis Burke, MSHA, President and CEO, Good Shepherd Health Care System and **Guy Masters, MPA**, Principal, Strategic Advisory, Premier Healthcare Solutions, Inc.

Is your current strategic plan an effective, confidence-inspiring roadmap for your hospital, offering clear direction with focused priorities to guide decisions by the board and senior leadership? Unfortunately many strategic plans could more accurately be described as operations improvement/resource allocation plans. This session will provide a customizable process and tools to enable boards and leadership to achieve a balance between governance and management and short- and long-term scenarios, resulting in a strategic planning framework that addresses top concerns and implications for patient services, financial performance, workforce stabilization, technology, expanded access, and changing demographics. Board members will learn how to hold management accountable for results based on clearly defined metrics and expectations, and in a consistent and timely fashion throughout implementation.

**Is Being a District Hospital the Right Governance Model
for Your Organization?**

Doug Faus, Chief Executive Officer, Ivins Memorial Hospital;
Lindsley Withey, Director, Strategic Advisory, Navigant; and
Kaitlyn Moore, Managing Consultant, Navigant

Government ownership of hospitals has a time and a place, but often rural hospitals find that they have outgrown the need for government support. Many hospitals have found that changing from a district hospital to a 501(c)3 non-profit hospital has given them the latitude to better meet the needs of their patients and their community. The process, however, is complicated. This session will help rural hospitals to evaluate what is needed to consider such a transition, the pros and cons of each model, and how best to implement the change should you choose this path. You'll learn how to determine which model is right for your patients, your organization, your community, and your workforce.

New Approaches to Effective Board Decision Making

James E. Orlikoff, President, Orlikoff & Associates, Inc.

The first thing any effective board or leadership group does is decide how it will make decisions. Further, effective boards develop different, clearly defined processes to make decisions of different magnitudes. Yet, many boards have never had an explicit conversation about or developed multiple approaches to this most critical of governance functions—their decision making. This session will outline several different, practical and effective decision making techniques to expand your board's tool kit of processes and techniques for making effective decisions.

Interactive Governance Clinic

James E. Orlikoff, President, Orlikoff & Associates, Inc.

Bring your thorniest governance issues to one of the nation's preeminent health care governance experts. You'll gain practical solutions and proactive ideas for improving governance performance. This session will be very interactive and no issue is off the table, so come prepared to talk, to question and be challenged!



**ROUNDTABLE
DISCUSSIONS**

**Strategic Questions Boards Should
Be Asking About IT**

Terry Wilk, Senior Vice President, Coker Group

**What's Up Doc? – A Trustee Guide to
Understanding the Medical Staff**

Todd Linden, President, Linden Consulting

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