



# Rural Minnesota Health Forum

May 25, 2023

Hosted by:



**Arrowwood Resort and Conference Center**

2100 Arrowwood Ln, Alexandria, MN 56308

**Special Thanks to the Forum Keynote Speaker, Breakfast & Lunch Sponsors!**

<u>Keynote Speaker Sponsors</u>	<u>Breakfast Sponsors</u>	<u>Lunch Sponsors</u>
  TBD	  <b>MAGMUTUAL®</b>	 <small>Banking   Mortgage   Wealth Management   Insurance</small>  <small>The Ultrasound Professionals</small>

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

# RURAL MINNESOTA HEALTH FORUM - Thursday, May 25, 2023

7:00 - 8:00 AM	<b>Registration/Vendor Fair</b> <i>Breakfast will be served during this time.</i> <b>Co-Sponsored by Verisys &amp; MagMutual</b>
8:00 - 8:10 AM	<b>Welcome</b> Denise Schneekloth, Executive Director, MN Rural Health Cooperative
8:10 - 9:00 AM	<b>Opening Session</b> <b>Minnesota Hospital Association</b> <i>Legislative Update / MHA Update</i>
9:00 - 10:00 AM	<b>General Session/Keynote:</b> <b><u>Becoming a Person of Influence - Jason Hunt, Educator and Speaker</u></b> We all want to live lives that matter, but just how do we make a positive difference? Some believe that you must have an impressive title to do so, but that is a mistake. The best in healthcare recognize that no matter where you are in the organization, you have influence - and intentionally using that influence to make a positive difference makes you a leader. This is a highly engaging and powerful session on leadership, breaking this complicated subject down into four simple components: A heart that cares, a head that connects, hands that collaborate, and feet that show courage. Wherever you are in the healthcare world, master these four and watch your influence grow - at home, at work, and in every other area of life.
10:00 – 11:00 AM	<b>VENDOR FAIR</b>
11:00 AM – 12:00 PM	<b>Educational Breakout Sessions</b> <ol style="list-style-type: none"> <li> <b><u>1. Planning Pitfalls: Why Strategic Plans in Rural Facilities Don't Deliver</u></b>  <b>Mary Sand, PHD, Sand Consulting</b>  Leaders in rural facilities face unique challenges to consider in a strategic planning session such as realistic goals, how to operationalize the plan, and accountability. </li> <li> <b><u>2. Financial Excellence in Rural Healthcare During Challenging Times</u></b>  <b>Ralph Llewellyn, Partner /CAH Industry Leader &amp; Rochelle Dahmen, Healthcare Consulting Senior Manager Eide Bailly</b>  This session will cover what has changed in the rural healthcare market, tools and strategies being used to enhance revenue capture, how existing and new systems can be adapted to improve internal reporting &amp; efficiency, and how technology can help better monitor and manage productivity. </li> <li> <b><u>3. Beyond Bake Sales, Raffles, &amp; Events: All the Secrets to Make a Thoughtful &amp; Successful Gift Request</u></b>  <b>Penny Echternach &amp; Sherri Birkeland, Hillary Lyons</b>  Learn how a customized, strategic and robust philanthropy program can become more sustainable through community leader engagement focused on thoughtful relationships. </li> </ol>
11:00 AM – 12:30 PM	<b>Networking Meetings—Education Details TBD</b> <ul style="list-style-type: none"> <li>• Lab</li> <li>• Materials Management</li> <li>• Pharmacy</li> </ul>

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12:00 - 1:00 PM	<p><b>LUNCH</b> (Lunch will be available for vendors at 11:30 a.m. and those attending lab, pharmacy, and materials management meetings will have lunch available at 12:30 p.m.)</p> <p><b>Co-Sponsored by Bell Insurance &amp; Transmed Inc</b></p>
12:00 - 1:00 PM	<b>VENDOR FAIR</b>
1:00 - 2:00 PM	<p><b>Educational Breakout Sessions</b></p> <ol style="list-style-type: none"> <li> <p><b><u>Optimizing Critical Access Hospital Reimbursement in an Everchanging Regulatory Environment</u></b>  <b>Dan Larsen, CLA</b>            This presentation will serve as an update on recent regulatory changes that would impact the rural hospitals, including CAH's and how to assure you are getting credit for the reimbursement that is due to your organization. This will include areas of focus on your cost reports along with some opportunities on the revenue cycle.</p> </li> <li> <p><b><u>Proactive Facilities Planning in a Dynamic Market: Forecasting Construction Costs, Drivers &amp; Disruptors for the Future</u></b>  <b>Tim Kittila, Lisa David, Mark Sigel, Kraus-Anderson Construction Company</b>            With today's dynamic labor, material, and supply market how can your team effectively and proactively plan for the future needs of your facility and community you serve? Understanding the drivers and disruptors in the market, while incorporating them into a holistic facility plan will allow your team to proactively plan for the future and mitigate risk related to construction costs.</p> </li> <li> <p><b><u>Seeing My Blind Spots-How to become aware of your leadership blind spots</u></b>  <b>Mary Sand, PhD, Sand Consulting</b>            Becoming aware of our blind spots allows us to lead differently as we learn to offset those slightly less attractive qualities about ourselves.</p> </li> </ol>
2:00 - 2:10 PM	<b>Break</b>
2:10 – 3:10 PM	<p><b>Closing Session:</b>  <b><u>Resilience: Thriving through Change and Challenge</u></b>  <b>Amy Dee, Speaker, Author, &amp; Psychiatric Nurse</b>            Resilience is about becoming stronger not in spite of challenges but because of challenges. Amy uses hilarious stories and her psychiatric RN training to teach her audiences mental techniques that broaden and build resilience through awareness, perspective, and choice.</p>
3:15 PM	<p><b>Closing Remarks</b>  <b>Prize Winners are Announced – Must be present to win</b></p>



## SPEAKER INFORMATION



### **Jason Hunt, Keynote Speaker**

Jason helps people make a bigger positive impact through their personal influence. He is the founder and CEO of Eye Squared Leadership and he has had the pleasure of working with organizations large and small, such as FedEx, Jack Links, Land O Lakes, Ecumen, the Wayzata Children's Clinic, Thomas Allen, and many non-profits and associations. Jason's first major leadership role was to run a branch of 100 church members in outer Siberia when he was 19. Since then, he has served in a number of leadership positions, including principal of a school, where he pretty much just told people what to do. It didn't go well. Jason has a master's degree in leadership, is certified by the John Maxwell Leadership Institute, is the author of

five books, and is the president-elect of the National Speaker's Association – Minnesota Chapter. Jason lives in Owatonna, Minnesota with his wife and four kids.

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### **Amy Dee, Keynote Speaker**

Amy Dee is recognized by audiences across the country as a master storyteller and brilliant comedian. She combines her background in standup comedy and theatre with her RN degree and experience as a successful business owner to deliver hilarious stories and valuable content on the brain and behavior. Her message and music rise above the boundaries of gender, age, and occupation. Amy's hilarious stories coupled with her phenomenal content propels audiences to live, act, and work better. Her authentic spirit and down to earth approach have made her one of the most sought-after speakers throughout the United States. She is truly one of the best speakers in the country at combining message and humor.



### **Mary Sand, PhD, Sand Consulting**

Mary Sand is a proven leader with more than 35 years of professional experience in healthcare, nonprofit organizations and higher education. She began her healthcare career as a physical therapist and over the years held various administrative and leadership positions. Mary had the privilege of leading teams in a variety of settings including hospitals, clinics, long term care, and a healthcare system. Recently Mary launched her own consulting business focusing on facilitation, strategy implementation, leadership development including physicians, and speaking at conferences and events.

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### **Ralph J. Llewellyn, CPA, Partner/CAH Industry Leader, Eide Bailly**

Ralph conducts operational assessments to assist providers in enhancing financial and operational performance, including financial strategies for financial turnaround of healthcare facilities. He provides chargemaster/cost report audits and redesign projects, and he conducts reimbursement enhancement studies for healthcare providers. He assists providers in developing physician compensation agreements. Clients can expect creative solutions to the challenges they encounter in the healthcare environment. Ralph has a passion for rural healthcare and its providers and is not afraid to pull up his sleeves and get in the trenches with clients.



## CONTINUE SPEAKER INFORMATION



### **Rochelle E. Dahmen, Healthcare Consulting Senior Manager, Eide Bailly**

Rochelle helps clients take advantage of technology to reach their business goals. She leads organizations through electronic medical record implementations and optimizations, ensuring a smooth transition while maintaining revenue integrity. When you work with Rochelle, you can expect her to take the time to understand your situation and thoroughly analyze how your people, processes and technology structures are working towards or against your goals.

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### **Penny Echternach, Associate VP, Hillary Lyons**

Penny's career and leadership experience has brought her a broad array of fundraising knowledge such as strategic planning, campaign development, fund management, event planning and board organization. Her healthcare philanthropy experience came full circle when her father in law had surgery for cancer with the very equipment she helped raise the funds to purchase several years prior. Her favorite parts of development are finding creative ways to surprise and delight donors for their generosity and working with amazing volunteers to help move local healthcare missions forward. There's nothing like planning, collaborating and having a little fun along the way while side by side the most genuine, kind and talented people in a community to make miracles in medicine possible.

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### **Sherri Birkeland, Senior Vice President, Hillary Lyons**

Raised on a dairy farm in Minnesota, Sherri understands rural communities. She is passionate about strong, quality healthcare for her countryside counterparts. Sherri coined the phrase "Ornery Farmer Syndrome" in honor of her father. She understands how to connect to those who choose to live outside of the "Big City". As a nurse, she also relates well to the clinical side of healthcare. Sherri served as a Home Care Nurse and Manager; she appreciates the challenge and gratification of working on the frontlines. Prior to joining Hillary Lyons, Sherri held the role of Vice President of Development and Planning at her local hospital. During that time the Foundation completed its largest project ever- raising over \$5 million for a hospital addition and a new nursing home. A fierce competitor on her high school speech team, Sherri developed the skills to become a frequent presenter on healthcare philanthropy for several state hospital associations. She enjoys inspiring others to flourish with their development programs. It is her greatest pleasure to watch a client sprout and succeed!

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### **Daniel Larsen, Principal CliftonLarsonAllen**

Daniel specializes in consulting services in the area of revenue cycle improvement, financial analysis, and Medicare and Medicaid reimbursement. Daniel leads our critical access hospital reimbursement consulting practice. Daniel has over twenty years of experience in public accounting, mainly devoted to the health care industry. Daniel's current consulting work includes various forms of reimbursement and financial analysis including, CAH performance benchmarking, CAH Gold Standard benchmarking, reimbursement strategy sessions, chargemaster assessments, price opportunity studies, financial projections, etc. Daniel has been involved in dozens of chargemaster assessments, including electronic review and validation of chargemaster data, non-billable supply identification, and chargemaster interviews with an emphasis on process review to identify areas where the charge capture process may need improvement.

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## CONTINUE SPEAKER INFORMATION



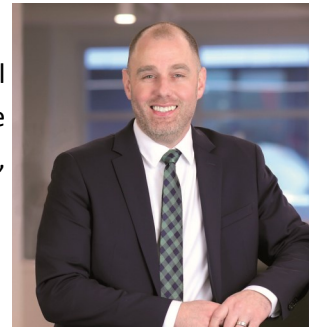
### **Mark Sigel, PE, CHC, LEED AP, Mechanical & Electrical Systems Manager, Kraus-Anderson**

Mark is a 38-year industry veteran, providing valuable experience in planning, designing, and managing building systems integration in commercial construction projects. In his role at Kraus-Anderson Construction Company, he is responsible for mechanical-electrical-plumbing systems cost estimating, value engineering, life cycle cost analysis, constructability reviews, and project phasing/scheduling oversight related to complicated MEP systems. He also facilitates a detailed approach to the installation, start-up, commissioning, and occupancy/turnover with the project team. Sigel enjoys unlocking innovative solutions and facilitating sound decision making on building systems, equipment, and air quality. He is a graduate of the University of Iowa. In his free time, Sigel likes to golf.

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### **Tim Kittila, PE, Director, Facilities Assessments, Kraus-Anderson**

In 2004, Tim started as a mechanical engineer working on design and build of Mission Critical (Data Center) facilities. In Jan of 2020, he transitioned to Kraus-Anderson to become the Director, Facility Assessments and assess a variety of facilities such as Healthcare, Gov't, K-12, Senior Housing, and Commercial properties.



### **Lisa David, Senior Estimator, Kraus-Anderson**

Lisa has over 14 years of experience in the Building Industry. Two years as an Architectural Intern and 10 years in the Construction Industry, including seven years of experience as an Estimator, Estimator II and Senior Estimator. Lisa has created detailed and insightful estimates on a variety of projects in Higher Education, K-12, Healthcare, Casinos, Multi-Use Projects, Multi-Family Housing, Senior Living, and Government Projects. She has been the lead estimator on projects exceeding \$200 million.

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# REGISTRATION - Educational Forum/Vendor Fair

Registration for this event can be found online at: [mrhc.net/ruralmnhealthforum-member](http://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 5, 2023**

**\*\*Please contact Christina Wangen ([cwangen@mrhc.net](mailto:cwangen@mrhc.net)) or Denise Schneekloth ([dschneekloth@mrhc.net](mailto:dschneekloth@mrhc.net)) if you have event or registration questions\*\***

## Meals

- Complimentary breakfast & lunch will be provided Thursday, May 25th, 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

- 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](mailto:cwangen@mrhc.net).**

## Accommodations

- There is a special room rate at the Arrowwood Resort & Conference Center of \$96/Night. Please reserve your room by Monday, May 1, 2023.
- 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](http://www.arrowwoodresort.com)