



Rural Minnesota Health Forum

May 22, 2025

Hosted by:



Arrowwood Resort and Conference Center

2100 Arrowwood Ln, Alexandria, MN 56308

Special Thanks to the Forum Keynote Speaker, Breakfast, Lunch, Break & General Session Sponsors!

<u>Keynote Speaker Sponsors</u>		<u>Breakout Session Speaker Sponsors</u>	
<u>Breakfast Sponsors</u>	<u>Lunch Sponsors</u>		<u>Break Sponsors</u>

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

RURAL MINNESOTA HEALTH FORUM - Thursday, May 22, 2025

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;">Five Nines & Co-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>MHA Legislative Update - Joe Schindler, MHA</p>
9:10 - 10:10 AM	<p>General Session/Keynote:</p> <p><u>Radical Transformation: The Power of Presence, Purpose, and Partnerships</u> - April Lewis, Keynote Speaker</p>
10:10 - 11:15 AM	<p>VENDOR FAIR</p>
11:15 AM - 12:15 PM	<p>Educational Breakout Sessions</p> <ol style="list-style-type: none"> 1. <u>Optimizing Hospital Revenue: Tackling Leakage through Chargemaster Accuracy, Revenue Integrity, and Strategic Financial Planning</u> - Dan Larson & Matthew Borchardt, Clifton Larson Allen 2. <u>Privacy and Security Best Practices: Tales from the Field</u> - Joe Wivoda, HIPAA Trek
11:15 AM - 12:30 PM	<p>Networking Meetings—Education/Vendor Presentation Details TBD</p> <ul style="list-style-type: none"> • Materials Management /Surgery - pending • Lab - pending • Imaging - pending • Pharmacy - <u>Inflation Reduction Act Update for 340B Stakeholders</u> - SpendMend
12:15 - 1:15 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 12:30 p.m.)</p> <p style="text-align: right;">Transmed Inc & Labcorp</p>
12:15 - 1:15 PM	<p>VENDOR FAIR</p>

RURAL MINNESOTA HEALTH FORUM - Thursday, May 22, 2025

1:15 - 2:15 PM	<p>Educational Breakout Sessions</p> <ol style="list-style-type: none">1. <u>Empowering Rural Health Care Providers: Leveraging Data for Quality, Equity, and Research</u> - <i>Liz Cinqueonce, President & CEO & William Muenchow, Vice President Technology, MN Community Measurement</i>2. <u>Repaving a path to profitability</u> - <i>Nick Smith, Partner, Wipfli LLP</i>3. <u>Tales of the Trenches: Insights From the Frontlines</u> - <i>Todd Sorg, Chief Operations Office & Chief Information Security officer, CIT</i>4. <u>Employment Law Essentials for Rural Healthcare Leaders</u> - <i>Heather Springer, Attorney & Morgan Brekke, Attorney, Woods Fuller</i>
2:15 PM	<p>Break</p>
2:30 - 3:30 PM	<p>Closing Session:</p> <p><u>You're the One</u> - <i>April Lewis, Keynote Speaker</i></p>
3:30 PM	<p>Closing Remarks</p> <p>Prize Winners are Announced – Must be present to win</p>



RURAL MINNESOTA HEALTH FORUM - Session Descriptions

Radical Transformation: The Power of Presence, Purpose, and Partnerships - April Lewis, Keynote Speaker

Are you ready to rewrite the story of your workforce? In *Radical Transformation*, leaders will uncover the keys to creating thriving, higher-performing, healthy workplaces that motivate staff to stick around. The current workforce landscape creates challenges for leaders in every industry. Budgets can't keep up with inflation. The desire for more flexible work causes healthcare staff to be disengaged. Legislative changes impact the most vulnerable populations.

This powerful keynote dives into the three pillars of transformation: Powerful Presence, Purposeful Leadership, and Productive Partnerships. Packed with compelling stories, actionable strategies, and a call to action, this opening keynote will empower you to lead with purpose, build cultures of trust in inclusivity, and leave a legacy of impact. Radical change starts with you—master your mindset, lead boldly, and unite your team for extraordinary results.

Optimizing Hospital Revenue: Tackling Leakage through Chargemaster Accuracy, Revenue Integrity, and Strategic Financial Planning - Dan Larson & Matthew Borchardt, Clifton Larson Allen

Enhance your hospital's financial health with proactive chargemaster oversight, revenue integrity practices, and strategic financial planning. As healthcare regulations and financial pressures evolve, accuracy and efficiency in your chargemaster are crucial for minimizing revenue leakage and maximizing financial performance. Learn from real-world scenarios and discover how to optimize your revenue cycle and help you understand your strategic financial future.

Privacy and Security Best Practices: Tales from the Field - Joe Wivoda, HIPAA Trek

This session will discuss best practices for protecting the privacy and security of your patient information, based on observations made during countless security risk analyses and tabletop exercises performed nationwide. Using stories and examples from these site visits and presenting them in a fun and accessible way, attendees will learn practical, real-world solutions to being HIPAA compliant and patient friendly.

Tales of the Trenches: Insights From the Frontlines - Todd Sorg, Chief Operations Office & Chief Information Security officer, CIT

This session will reflect the unique challenges faced by the healthcare sector. Attendees will hear real-world stories and case studies that highlight the importance of robust cybersecurity measures. The presentation will offer practical advice and lessons learned from the trenches, providing valuable insights that healthcare providers can apply to their own organizations.

Empowering Rural Health Care Providers: Leveraging Data for Quality, Equity, and Research - Liz Cinqueonce, President & CEO & William Muenchow, Vice President Technology, MN Community Measurement

This session will explore how MN Community Measurement (MNCM) collaborates with rural health care providers to deliver actionable insights and support efforts to enhance the quality and equity of care in rural communities. Participants will learn about MNCM's innovative programs, including the Common Health Information Reporting Partnership (CHIRP), which streamlines data sharing between providers and payers, and opportunities for rural providers to engage in research and public health surveillance projects through the MN EHR Consortium through MNCM. The presentation will highlight the importance of ensuring that rural practices and patients are adequately represented in measurement, reporting, and research activities that influence policy, payment models, and health care investments. Practical examples will demonstrate how rural providers can leverage data they already submit to MNCM to drive improvements in patient outcomes and equity.

Repaving a path to profitability - Nick Smith, Partner, Wipfli LLP

Rising staffing costs and expenses are putting pressure on hospital expenses. Pressure from insurers, rising accounts receivable and denials are weighing on cash and revenue. Eroding profit margins are forcing hospitals across the country to consider their financial health and make more aggressive changes to their operations to achieve financial sustainability. Through our financial improvement work with hospitals, Wipfli has identified key success factors, strategies, and tactics that hospitals have put in place to improve profitability in today's economic environment. We will unpack our findings across key areas including revenue cycle, reimbursement and cost report considerations, strategic and service line performance, and operational/staffing benchmarks and how optimization across these areas can impact profitability and financial sustainability.

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Tales of the Trenches: Insights From the Frontlines - Todd Sorg, Chief Operations Office & Chief Information Security officer , CIT

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Employment Law Essentials for Rural Healthcare Leaders - Heather Springer, Attorney & Morgan Brekke, Attorney, Woods Fuller

To provide updates on key state and federal law changes to various employment laws specifically as it relates to healthcare employers, updates to Minnesota employment laws. This presentation will review and update participants on recent changes within the last year to major employment laws including compliance with drug testing requirements, Earned Sick and Safe Time, the Fair Labor Standards Act, the Americans with Disability, the Pregnancy Discrimination Act and any other changes which occur prior to the presentation. The presentation will cover both state and federal updates.

You're the One - April Lewis, Keynote Speaker

In the ever-changing world of healthcare, where recruitment, funding, reimbursement, and culture challenges weigh heavily on leaders like you, one truth remains: **You're the One**. You are the heartbeat of your organization, the driving force behind collaboration and patient care. Without you, the systems that provide healing, wellness, and service would falter. This closing keynote is not just a message—it's a movement to honor, empower, and activate the incredible leaders in healthcare centers across Minnesota.

Each of you is indispensable, from clinical support staff to physicians. You face uncertainty, resource constraints, and cultural shifts, yet you remain steadfast in your mission. This interactive, high-energy session will end the conference and fuel you to leave with renewed energy and commitment. Because together, we don't just face challenges—we overcome them. **And it starts with you.**

RURAL MINNESOTA HEALTH FORUM - Speaker Information

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.

April Lewis, Keynote Speaker

April Lewis is a dedicated advocate for enhancing the employee experience, fostering leadership development, and serving as the President and CEO of the A. Lewis Academy, Inc. April leverages her extensive training and leadership background to facilitate transformative change within individuals and organizations. Her mantra, "Human first, Employee second," underscores her commitment to prioritizing people's well-being in all aspects of her work. With a rich professional history spanning roles in human resources, operations, and training, April brings a unique blend of expertise to her endeavors. A combat Army veteran serving in Operation Iraqi Freedom and Operation Bright Star in Egypt, she exemplifies resilience and adaptability.

April holds esteemed certifications as a Certified Executive Coach (International Coaching Federation Accredited), Certified D.I.S.C Facilitator (Personality Insights), Certified Health Coach (Institute of Integrated Health), and Certified Neurolinguistic Programming (NLP) Practitioner (The Center for NLP), further validating her proficiency in driving personal and organizational growth.

Currently, April consults as the Director of the National Center for Workforce Development and Training in partnership with the Association of Clinicians for the Underserved, where she leads initiatives to empower healthcare professionals serving marginalized communities. She serves on the Board of Directors for Volunteers of America Florida. She is also an Advisory Board Member for Holistic Homes, joining the mission for housing first and personalized holistic healing for adults recovering from mental health conditions.

April's accolades include being recognized as a Top 20 Under 40 honoree in South Carolina and a Top 40 Under 40 honoree in Florida. She is also pursuing her MBA with a concentration in HR Management at Everglades University.

As a sought-after keynote speaker and consultant, April has collaborated with Fortune 100 companies ranging from healthcare to banking, offering invaluable insights into leadership and well-being enhancement. She recently served as the Interim Chief Operating Officer of a multisite healthcare system based in Maryland.

Beyond her professional accolades, April remains deeply committed to promoting calmness, stress-free living, and happy workplaces. A best-selling author and lover of tacos, she embodies a harmonious approach to work and life.

April Lewis's "Leadership and Wellbeing Energizer" moniker accurately captures her transformative impact on individuals and teams. Her unwavering dedication to prioritizing people is a key to effective leadership and organizational success. To go deeper into April's transformative work and invite her into your organization, visit her website at www.aprillewis.com.



RURAL MINNESOTA HEALTH FORUM - Speaker Information



Daniel Larsen, Principal, CliftonLarsonAllen

Daniel specializes in consulting services in the area of revenue cycle improvement, financial analyreimbursement 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.sis, and Medicare and Medicaid reimbursement. Daniel leads our critical access hospital

Matthew Borchardt, Principal, CliftonLarsonAllen

My experience has been heavily concentrated on the health care industry. I have supported numerous strategic capital planning projects and is skilled in development and utilization of the CLAIIntuition financial modeling tool for health care strategic consulting clients. Specialties: CLAIIntuition, Healthcare, Strategic Planning, Facilitation, Physician Development Plan Analysis, Physician Productivity Analysis, Pricing Analysis, Physician Demand Analysis, Post Acute Demand Analysis, SNF Demand, Hospice Demand, Service Line Profitability, Valuations, Medicare Reimbursement, Physician and Hospital Integration, Post Acute, and Strategic Financial Analysis



Joe Wivoda, HIPAA Trek

Joe is a foremost expert in HIPAA compliance and the HIPAA Security Rule, having served as 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. Joe speaks regularly at rural health conferences nationwide on topics related to HIPAA Security and Cybersecurity and has consulted with associations, Health Information Exchanges, and healthcare organizations on HIT for over 20 years.

Liz Cinqueonce, President & CEO, MN Community Measurement

Liz Cinqueonce leads MN Community Measurement (MNCM), an independent non-profit organization based in Minnesota dedicated to improving health care quality, equity, and affordability through data-driven insights. She has over 25 years of experience in non-profit executive leadership, health policy, government affairs, and public administration. Liz holds a BA in Political Science from the University of St. Thomas and an MBA from St. Catherine University. Her expertise spans health care quality measurement, policy, and system transformation. She has authored and presented on health care quality, equity, and measurement systems and serves on the steering committee of the Core Quality Measures Collaborative (CQMC). Liz was also a Site Principal Investigator for a large PCORI study evaluating care coordination strategies across Minnesota clinics. Additionally, she collaborates routinely with local and national partners through various advisory groups and task forces.



RURAL MINNESOTA HEALTH FORUM - Speaker Information



William Muenchow, Vice President Technology, MN Community Measurement

Will Muenchow is an experienced technology and security leader with a strong background in IT strategy, cybersecurity, and software development. As Vice President of Technology, Security, and Administration at MN Community Measurement, he oversees enterprise technology, security operations, and administrative functions. He leads the Software Development Life Cycle (SDLC) of PIPE, a key healthcare data system supporting clinics across Minnesota, while ensuring compliance with SOC2 and HIPAA standards.

Nick Smith, Partner, Wipfli LLP

Nick Smith leads Wipfli LLP's national Healthcare Capital Planning Consulting Practice. For over 18 years Nick has traveled across the country, helping hospitals achieve stronger financial results through performance improvement and turnaround planning. His expertise crosses all aspects of the healthcare ecosystem including market planning and strategy, finance and reimbursement, operations, and facility planning. Nick also provides Technical Assistance to struggling rural hospitals as a Contractor to USDA and the National Rural Health Association.



Todd Sorg, Chief Operations Office & Chief Information Security officer, CIT

Senior technology executive with over 25 years of experience in IT operations and Cybersecurity. I focus on helping CIT develop and implement our strategic planning. While also helping mature the security programs for organizations in the healthcare, finance, manufacturing, and education industries as part of the small and medium-size business markets.



Heather Springer, Attorneys, Woods, Fuller, Shultz & Smith, P.C.

Heather's practice focuses on health care. With expertise in a wide variety of health law matters, Heather represents health care facilities, including community hospitals, physician-owned hospitals, ambulatory surgery centers, office-based laboratories, as well as a wide range of physician practices covering multiple states and most medical specialties. She is widely recognized as the regional legal leader in health care law, including being recognized by Best Lawyers in the area of Health Care Law for almost two decades. Heather is the chairperson of the Woods Fuller Health Law Team, and she represents the majority of community hospitals and physician groups in the region. Heather acts as general counsel for her health care clients. She helps them in all areas of legal compliance, including employment law. She develops long-term relationships with her clients and serves as a true partner in driving their success. Heather is selective about the clients she chooses to work with in order to provide focused legal partnership to her clients.



RURAL MINNESOTA HEALTH FORUM - Speaker Information



Morgan Brekke, Attorney, Woods, Fuller, Shultz & Smith, P.C.

Morgan is a Sioux Falls native who joined Woods Fuller in 2014. She is part of the Woods Fuller Health Law Team and has ten years' experience practicing in the health care industry. Morgan was recognized by Best Lawyers: Ones to Watch in America in the specialty of Health Care Law in 2024. Morgan's practice focuses on assisting clients in the health care industry with a wide range of legal matters, primarily focusing upon health care law and employment law. As part of the Health Law Team, clients Morgan works with include community/rural hospitals, physician-owned hospitals, ambulatory surgical centers, physician groups in a range of medical specialties, and other health care entities. As to health law specifically, matters Morgan helps clients with include: regulatory compliance at both the state and federal level; reviewing proposed business arrangements and providing guidance on structuring arrangements to minimize risk under health care fraud and abuse laws such as the Stark Law and the Anti-Kickback Statute; physician, vendor, and other health care contracting; licensing and accreditation issues; HIPAA compliance; medical staff matters; and an array of other health care matters.

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 9, 2025

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 22nd, the day of the educational event.

Continuing Education

- Applications are being made to the following MN Board of Nursing, MN BELTS&S, SHRM, MN Board of Social Work & MN Board of Pharmacy for continuing education credits. Final credit amounts will be shared with attendees.

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 \$101/Night. Please reserve your room by Friday, May 9, 2025.
- 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