



# HEALING COMMUNITIES

## Transforming Rural Healthcare

### 2025 IHA SMALL & RURAL HOSPITALS ANNUAL MEETING



### Gain Insights

- ▶ Building trust
- ▶ Navigating regulations
- ▶ Addressing MA underpayments
- ▶ Enhancing behavioral health services



### Network with Peers

- ▶ Share ideas and experiences



### Bring Your Team

- ▶ See the multiple attendee discount

**JUNE 12**

**CROWNE PLAZA SPRINGFIELD**

# Focused on Your Top Issues



## **Beyond the Hospital Walls: Building Trust and Transforming Communities**

How can your organization strengthen confidence in healthcare while deepening connections within the community? This keynote address will challenge you to rethink how your hospital engages with the people you serve—through authentic storytelling, trust-building and strategic initiatives that go beyond patient care.



## **Panel: Innovative Strategies to Address Community Behavioral Health Needs**

The rise in patients seeking mental health services has created new challenges for hospitals. A panel of hospital leaders will identify creative solutions to expand access, strengthen services and support individuals. They'll share best practices tailored to the realities of rural healthcare delivery.



## **Hot Topics in Rural Hospital Regulations and Reimbursement**

Federal regulations and reimbursement policies are shifting rapidly, creating both challenges and opportunities for rural hospitals. Learn about the latest federal policy changes impacting small and rural hospitals, including Medicare payment updates, new compliance requirements and updates to reimbursement methodologies.



## **Uncovering How Medicare Advantage Plans Are Not Paying You - Finding Solutions**

Medicare Advantage (MA) plans have been covering significantly more hospital inpatient days at rural hospitals in recent years. Gain insight into identifying tactics that MA plans may use to disguise underpayments and nonpayment of claims in your facility, as well as practical steps to rectify MA reimbursement issues.

# Committed to Delivering Value

An IHA signature event, the Small & Rural Hospitals Annual Meeting offers your team several exclusive member benefits.

## Strategies for Real-World Challenges

- ▶ Strengthening finances
- ▶ Staying ahead of federal requirements
- ▶ Delivering behavioral health services
- ▶ Building and sustaining community trust

## Advocacy Updates

- ▶ IHA President and CEO A.J. Wilhelmi on results of Illinois' spring legislative session

## Networking with Results

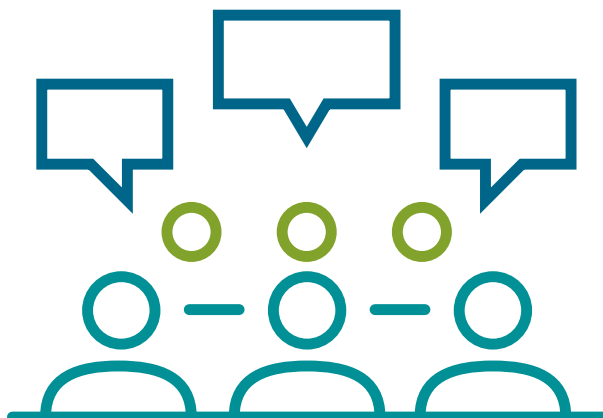
- ▶ Ample time to connect with colleagues, speakers and corporate sponsors

## Low Registration Fees

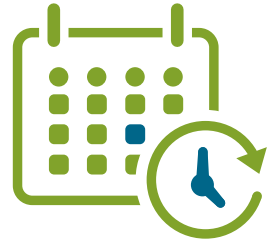
- ▶ Exceptional value, designed to fit your budget
- ▶ Nearly 25% discount for multiple registrations per organization

## Continuing Education Credits

- ▶ ACHE Qualified Education credit - 4.5 hours
- ▶ Nurse continuing education credit - 3.25 hours



# This is Your Meeting



## Agenda

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7:30 am **Registration and Breakfast Buffet**

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8:30 am **Welcome**

**Gina Thomas, DNP, MBA, RN, NEA-BC, FACHE**, President, Carle Richland Memorial Hospital and Chair, 2025 IHA Small and Rural Hospitals Constituency Section

**President's Address**

**A.J. Wilhelmi**, IHA President and CEO

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9:05 am **Beyond the Hospital Walls: Building Trust and Transforming Communities**

**Andrew McCrea**, Keynote Speaker and Oscar-Winning Broadcaster

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10:15 am Networking Break with Corporate Sponsors

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10:45 am **Panel Discussion: Innovative Strategies to Address Community Behavioral Health Needs**

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11:45 am Networking Luncheon with Corporate Sponsors

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1:15 pm **Hot Topics in Rural Hospital Regulations and Reimbursement**

**Martie Ross, JD**, Consulting Principal, PYA and Director, PYA Center for Rural Health Advancement

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2:25 pm Networking Break with Corporate Sponsors

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2:45 pm **Uncovering How Medicare Advantage Plans Are Not Paying You - Finding Solutions**

**Richelle Marting, JD, MHSA, RHIA, CPC, CEMC, CPMA, CPC-I**, Attorney, Marting Law, LLC

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4:00 pm **Closing Comments**



## Bring Your Team

- ▶ Hospital administrators
- ▶ Board of trustee members
- ▶ Finance leaders
- ▶ Operations leaders
- ▶ Quality leaders
- ▶ Human resources leaders
- ▶ Medical staff leaders
- ▶ Nursing leaders
- ▶ Compliance leaders
- ▶ Government relations leaders

### Take advantage of our nearly 25% multiple-attendee discount.

- ▶ First person per hospital or health system.....\$195/person
- ▶ Each additional person\* .....\$150/person

*\*The additional registrant(s) must be employed at the same hospital or health system corporate office as the first registrant to qualify for this discount.*

**REGISTER TODAY**

or visit [tinyurl.com/sram2025](https://tinyurl.com/sram2025)



## Meeting Location

Crowne Plaza Springfield | 3000 S. Dirksen Parkway, Springfield, IL 62703 | 217.529.7777

- ▶ Room rates: \$125 single/double plus tax
- ▶ Get IHA's discounted room rate through May 21, 2025.

**BOOK ONLINE**

or visit [tinyurl.com/sramhotel2025](https://tinyurl.com/sramhotel2025)



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*List is current as of  
March 25, 2025.*