

# Empowering RURAL HEALTHCARE: STRATEGIES FOR Future Growth

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## 2024 Small & Rural Hospitals Annual Meeting

- ▶ **New** *one-day meeting format*
- ▶ *Dynamic sessions on key issues*
- ▶ *Network with your peers*

**June 27 | Crowne Plaza Springfield**

# Essential INFORMATION

## WHAT'S NEW

Our **one-day meeting** offers a compact agenda on today's top issues, while minimizing time away from the office and travel expenses.

## WHAT'S THE SAME

As always, this is your meeting. It's designed specifically for small and rural hospitals with **strategies** that makes sense for your organization.

## WHAT MATTERS

Connecting with your peers and IHA staff in person is a key part of the meeting. This is your time to network and **share ideas** with other hospital leaders and IHA sponsors.

## WHAT'S MORE

We've added a small and rural webinar series, "Empowering Rural Hospital Leaders: Strategies for Growth," for **additional education** this year. The webinars are held quarterly.

► Register: [tinyurl.com/srwebinars2024](https://tinyurl.com/srwebinars2024)



# SESSIONS WITH **Impact**



## **CYBERSECURITY**

### **From Crisis to Control: Navigating a Hospital Cybersecurity Incident**

No hospital is immune to a cyberattack, as our data-rich industry continues to be a top target for cybercriminals. In this fireside chat, follow the compelling narrative of an Illinois hospital's journey through a cybersecurity incident: its challenges, decisions and lessons learned.



## **WORKFORCE**

### **Transform Today to Create the Workforce of the Future**

Engage, retain and attract (ERA): Those three top goals can strengthen your workforce and your organization. The ERA mindset is built upon transformational strategies that put you in the driver's seat. In this session, you'll hear about the leadership traits needed to revitalize your staff. ERA strategies are inspiring, actionable and accessible for every organization looking to build a healthcare team that thrives.



## **FINANCIAL STABILITY**

### **Medicare Advantage Contracting Considerations and Implications**

Enrollment in Medicare Advantage has more than doubled since 2010. With further growth expected, there's greater urgency to halt plans' cost-saving measures. This session will explore the complex landscape surrounding Medicare Advantage plans and identify variables for you to better assess your Medicare Advantage contracts. You'll also hear from a panel of hospital and health system leaders sharing their efforts to drive change and strengthen their organization's bottom line.



## **UNLEASH SUCCESS**

### **LEAP! Connecting Risk Taking, Achievement and Fear**

There are three kinds of people: Those who make things happen, those who watch things happen and those who say, "What happened?" Most of us want to be people who make things happen, but fear of failure can hold us back. This highly interactive session will inspire you to set aside that fear and crash through comfort zones. You'll learn how to visualize goals, move forward and have fun doing it!

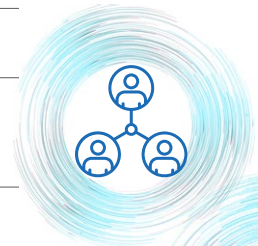


**REGISTER TODAY - Click here** or visit [tinyurl.com/sram2024](https://tinyurl.com/sram2024)



# New ONE-DAY FORMAT

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- 7:30 am **Registration and Breakfast Buffet**
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- 8:30 am **Welcome**  
**Beth King**, Chief Executive Officer, Jersey Community Hospital and Chair, 2024 IHA Small and Rural Hospitals Constituency Section  
**President's Address**  
**A.J. Wilhelmi**, IHA President and CEO
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- 9:00 am **From Crisis to Control: Navigating a Hospital Cybersecurity Incident**  
**Panelists:**  
**Thomas Dohm, FACHE**, President and CEO, Morris Hospital & Healthcare Centers  
**John Wilcox**, Vice President, Information Technology, Morris Hospital & Healthcare Centers  
**Moderator:**  
**Katrina Casner, FACHE**, President and CEO, Pana Community Hospital
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- 10:00 am Networking Break with Corporate Sponsors
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- 10:30 am **Transform Today to Create the Workforce of the Future**  
**Holly Lorenz, DNP, RN, NEA-BC**, National Speaker, Huron
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- 11:30 am Networking Luncheon with Corporate Sponsors
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- 1:00 pm **Medicare Advantage Contracting Considerations and Implications**  
**Kevin Thilborger**, Chief Managed Care Officer and Chief Revenue Strategy Officer, Unlock Health  
**Healthcare Leader Panel**
- 
- 3:00 pm **LEAP! Connecting Risk Taking, Achievement and Fear**  
**Bruce Christopher MA, LP, CSP**
- 
- 4:00 pm **Closing Comments**



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# Reduced REGISTRATION FEES

**New for 2024, we lowered registration fees.** By participating as a team, your organization can take advantage of our 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/sram2024](https://tinyurl.com/sram2024)

## WHERE WE'RE **Gathering**

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

- ▶ Room rates: \$120 single/double plus tax, available through June 7, 2024
- ▶ Get IHA's discounted rate through June 7, 2024.

**BOOK ONLINE**

or visit [tinyurl.com/sramhotel2024](https://tinyurl.com/sramhotel2024)

## SOLUTIONS FROM OUR **Sponsors**

Meet with our **2024 Corporate Sponsors** to learn how their products and services can benefit your organization.

### **Gold Sponsors**

HealthCare Associates  
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Associates (HMA)  
Medical Solutions  
Montrose Behavioral  
Health Hospital  
Optum

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O'Shea Builders  
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STL Communications, Inc.

### **Bronze Sponsors**

Blue & Co., LLC  
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*List is current as of May 30, 2024.*