



Date: May 08, 2026

Time: 12:00 PM

A 3-part webinar series designed by and for Small and Rural Hospital leaders  
12-1 p.m. CT - April 10, May 8, and June 5, 2026

IHA Member HOSPITAL Registration	\$195
IHA Member HEALTH SYSTEM Registration	\$395
Non-Member HOSPITAL Registration	\$395
Non-Member HEALTH SYSTEM Registration	\$795

*\*Fees are per webinar*

**Hospital Registration**

Applies to a single hospital location. All internal units and departments at that location may participate under one registration.

*Example:* Hospital A selects Hospital Registration and provides access to its own departments only. Affiliates or other facilities may not use this registration.

**Health System Registration**

Applies to an entire health system, including corporate offices and all affiliated hospitals. All units and departments within the registered system may participate.

*Example:* Health System B selects Health System Registration and provides access to every affiliated hospital and its corporate teams.

Rapidly expanding artificial intelligence (AI) tools are becoming integral to healthcare, influencing everything from clinical documentation to revenue cycle management and administrative workflows. As vendor and payer systems incorporate more AI capabilities, small and rural hospital leaders have an opportunity to shape these tools to strengthen performance, reduce administrative burden, and support long-term goals. Doing so will require deliberate evaluation, alignment with organizational priorities and appropriate governance from the outset. Drawing on focus groups with hospital executives and early AI adopters, this three-part webinar series will walk you through what AI can do today, what’s coming next and how to rightsize structures to support safe, sustainable implementation.

**Webinar 2: Strategy, Governance and Vendors**

## **Define governance, vendor and workforce strategies to guide AI from experimentation to implementation.**

Building on Webinar 1, this session focuses on moving from exploring AI to implementing its tools. We'll define governance structures that fit the size and capacity of small and rural hospitals. You'll receive practical guidance on vendor selection and partnership strategy, including how to assess strategic fit, total cost of ownership, integration requirements, contract considerations, and long-term performance expectations. The session also will review key policy considerations such as data privacy, ethical use and patient consent.

We'll also address the human side of implementation, including how to reduce resistance and build workforce confidence through clear communication, role clarity, and targeted AI education across leadership, clinical, and operational teams.

At the conclusion of Webinar 2, participants will be able to:

- Design governance structures appropriate for your organizational size and complexity.
- Develop strategic frameworks for AI implementation that balance innovation with risk management.
- Navigate vendor selection and management in the crowded AI marketplace.
- Create communication strategies that build psychological safety and reduce employee anxiety.

### **William “Marty” Martin, PsyD, MPH, MS, MA, CHES**

#### **Director and Associate Professor, Health Sector Management, DePaul University**

William “Marty” Martin is a distinguished educator and professional at DePaul University, where he serves as Director of the Health Sector Management MBA Program and an Associate Professor in the program. He has developed innovative programs including a dual MBA/MS degree with Rush University, a healthcare concentration in the Master of Science in Predictive Analytics, and a Master of Science in Health Informatics.

Martin's scholarly work spans over 100 refereed articles in journals such as the Journal of Health Care Finance and International Journal of Computer Science & Technology. His work has been featured in major publications like The Wall Street Journal, Washington Post and USA Today. Martin has authored two books, The Inner World of Money: Taking Control of Your Financial Behavior and Taming Disruptive Behavior.

Before his current role at DePaul, Martin practiced clinical psychology in primary healthcare settings. He continues to practice behavioral sleep medicine as a licensed clinical psychologist. He has also served in key leadership positions at DePaul, The Johns Hopkins Hospital, and Tulane University Hospital and Clinic.



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