



LHA MANAGEMENT CORPORATION PRESENTS

# SMALL & RURAL HOSPITAL SUMMIT

NOVEMBER 6-7, 2024 | RENAISSANCE HOTEL | BATON ROUGE

Join small and rural hospital leaders from across Louisiana as the Louisiana Hospital Association brings together nationally-recognized speakers who will share strategies and resources for accelerating the shift to a more integrated and sustainable healthcare system. The summit speakers will examine the current rural landscape while providing insights and strategies on operational, financial, and industry challenges faced by small and rural healthcare organizations. This event is exclusive to LHA members.

## WEDNESDAY, NOVEMBER 6

**12:00 PM** Exhibitor Set-Up | SALONS 2, 3, & 4

**1:30 PM** Registration | FOYER

### Pre-Summit Governance Education Session LOCATED IN THE BIENVENUE ROOM

**2:00 PM** Navigating a Shifting Landscape: Essential Governance Strategies for Today's Healthcare Boards

**Craig Deao, Managing Director, Huron**

The healthcare landscape is undergoing rapid changes, presenting both challenges and opportunities for hospital boards. This session will equip board members with skills to address critical contemporary issues facing trustees, including assessing organizational independence, ensuring effective succession planning, and understanding the ever-evolving healthcare landscape, such as financial pressures and the rapidly-shifting competitive environment. Board members will elevate their personal skills and knowledge so that they can help their organizations own their future, rather than being disrupted by it.

### Welcome Reception and Networking Event LOCATED IN SALONS 2, 3, & 4

**4:30 PM** Reception Honoring Sen. Glen Womack and Rep. Jack McFarland Open to All Summit Attendees

Sponsored By: 



Sen. Glen Womack



Rep. Jack McFarland

**6:00 PM** Adjourn for the Day

# SMALL & RURAL HOSPITAL SUMMIT 2024

**THURSDAY, NOVEMBER 7**

**General Session** LOCATED IN SALON 1

**Breakfast, Breaks, and Lunch** LOCATED IN SALONS 2, 3, & 4

**8:00 AM** Breakfast and Networking with Sponsors and Exhibitors

**8:45 AM** Welcome and Announcements

Paul A. Salles, President & CEO, Louisiana Hospital Association

**Legislative Panel Discussion**

Sen. Glen Womack and Rep. Jack McFarland

Legislators will provide insights into the upcoming legislative term and engage in a discussion with small and rural hospitals on how to advance rural healthcare in their communities.

**9:30 AM** Playing the Long Game: Moving Beyond Cost Cutting

Craig Deao, Managing Director, Huron

The past several months have been historically challenging for hospital finances. Virtually every organization has been compelled to engage in significant cost-cutting measures. But cost cutting isn't enough. This session will outline how organizations can shift their focus beyond cost-cutting towards a balanced strategy that incorporates performance improvement and growth to create a more substantial and lasting positive effect on an organization's bottom line.

**10:30 AM** Networking Break

**11:00 AM** Political and Legislative Update

Parker Reynolds, Senior Health Advisor to Sen. Bill Cassidy

Megan Cundari, Senior Director of Federal Relations, American Hospital Association (AHA)

This session will provide insights of federal-level activity from the AHA and Sen. Cassidy's office that impacts hospitals, including the political environment, key bills, and AHA advocacy and outreach efforts.

**12:00 PM** Lunch and Networking

**1:00 PM** CMS – Now and Into the Future

Richard Curtis, CEO, Center for Improvement in Healthcare Quality

This presentation will cover the present-day initiatives by the Centers for Medicare & Medicaid Services (CMS), including hot topics, CMS directives, and the highlights of CMS' annual report to Congress on accrediting organizations and its impact on hospitals. Curtis will provide a glimpse into possible future direction through insights into the evolving role of state enforcement agencies, CMS regional offices, and fiscal intermediaries.

**2:00 PM** Networking Break

**2:30 PM** How to Make Big Decisions at Small Hospitals: Mission Discernment

Doug Morse, Principal, ExecHQ Management Consulting

During this interactive session, Morse will describe a proven mindset and process to lead a facility and community through a mission-critical decision. Using the example of obstetric deliveries in a rural community, the presenter will discuss specific mission discernment steps to develop a solution with maximum community support.

**3:30 PM** Closing Remarks

**3:45 PM** Adjourn

## SPEAKERS



**Parker Reynolds** is the senior health policy advisor to Sen. Bill Cassidy, the ranking member of the Senate HELP Committee and a senior member of the Senate Finance Committee. Reynolds works primarily on the Senator's Finance Committee portfolio, mainly focused on Medicare issues. Before joining Sen. Cassidy's staff, Reynolds was a professional staff member for Ranking Member Tim Scott on the Senate Special Committee on Aging, as well as a staffer for multiple members of the House of Representatives. He is a graduate of the University of Kentucky, where he received his undergraduate degree in political science and economics, and from George Mason, where he received his master's degree in public health.

**Megan Cundari** is the senior director for federal relations at the American Hospital Association (AHA). She has been a member of the federal relations department at the AHA since 2001 and has been lobbying Congress for the last twenty years. In addition to advocating the full range of AHA's legislative and regulatory agenda, her specific issue areas include Medicaid, the Children's Health Insurance Program, maternal and child health, surprise medical billing, price transparency, immigration, emergency preparedness, and societal factors that influence health. Prior to her work at the AHA, she spent five years in campaign politics, working for a Chicago-based political consulting firm. She graduated from the University of Illinois, Urbana-Champaign, where she majored in political science and economics.

**Richard "Rick" Curtis** is the chief executive officer of the Center for Improvement in Healthcare Quality (CIHQ). He is nationally recognized as an expert on the Medicare Conditions of Participation and the Centers for Medicare & Medicaid Services (CMS) Certification & Survey Process. As CEO, he successfully guided CIHQ in becoming the nation's 4th CMS-approved deeming authority for acute care hospitals. His clinical background is in critical care nursing with a focus in cardiovascular and trauma service lines. He has held both clinical and executive management level positions in quality, risk, education, infection control, and regulatory compliance. He is a regular speaker at numerous state and national conferences on the CMS Survey and Certification Process and is the host of CIHQ's popular monthly webinars addressing key compliance challenges in today's environment.

**Craig Deao** is the managing director of Huron. He is a prominent industry thought leader, accomplished executive, and experienced board member helping leaders create better places to work, practice medicine, and receive care. He serves as a trusted advisor to boards and executive teams on healthcare leadership, strategic planning, governance, employee engagement, patient experience, and patient safety. He splits his time between executive management and thought leadership responsibilities as a published author and invited speaker to more than 400 healthcare organizations across the U.S., Canada, and Australia. Deao co-led Studer Group's journey to become a recipient of the Malcolm Baldrige National Quality Award in 2010. In 2016, he combined his experience with the latest evidence to author the book, "The E Factor: How Engaged Patients, Clinicians, Leaders, and Employees Will Transform Healthcare." In addition to his full-time work with Huron, he serves as faculty for the American College of Healthcare Executives.

**Doug Morse** is a former rural hospital CEO, network system executive, and lifelong rural healthcare zealot. He knows small hospitals and clinics are the engines that drive a rural community way of life. Today he helps leaders and boards achieve exceptional scorecards and strong community support through nimble strategic planning, operational improvements, and leadership training. The author of "You Got This: How to Make Big Decisions at Small Hospitals," Morse was twice recognized as a college faculty Teacher of the Year and was recognized years ago with the Iowa Hospital Association Young Executive Achievement Award.

# SMALL & RURAL HOSPITAL SUMMIT 2024

## HOTEL INFORMATION



**Hotel Accommodations:** A block of rooms has been reserved at the Renaissance Baton Rouge Hotel until the block is full or until Oct. 22. The special LHA conference rate of \$154 per night is available when [booking online](#).

**Attire:** Business attire; the meeting rooms can get chilly, so please bring a jacket or a sweater.

## CONTINUING EDUCATION

There are multiple peer-networking opportunities and numerous qualified educational credits offered for summit participation.

- ▶ **ACHE Qualifying Education Credit:** By attending the LHA Small and Rural Hospital Summit offered by the LHA Management Corporation, participants may earn up to 7.25 ACHE Qualifying Education Hours toward initial certification or recertification of the Fellow of the American College of Healthcare Executives (FACHE) designation.
- ▶ **Nursing:** Up to 7.25 contact hours will be awarded for this offering by the LHA for complete attendance and evaluation of the program. The LHA is approved by the Louisiana State Board of Nursing – CE Provider #39.
- ▶ **MCLE and Health Law Specialization:** Continuing education application pending.

## CONTENT OVERVIEW, LEARNER OUTCOMES, AND OBJECTIVES

At the conclusion of the program, participants should be better able to:

### Navigating a Shifting Landscape: Essential Governance Strategies for Today's Healthcare Boards:

- ▶ Evaluate their organization's readiness to maintain independence amidst industry consolidation and mounting financial pressures;
- ▶ Discuss the evolving payment and competitive landscape in healthcare and develop strategies to ensure the organization remains financially viable and competitive; and
- ▶ Articulate the board's role in effective succession planning to ensure a smooth leadership transition and continued organizational stability.

### Playing the Long Game: Moving Beyond Cost Cutting:

- ▶ Identify the limitations of solely relying on cost-cutting measures for long-term value creation in healthcare;
- ▶ Articulate the various pathways through which growth can enhance value within healthcare systems, including revenue expansion and margin optimization; and
- ▶ Develop strategies for integrating performance improvement and growth initiatives into their organization's long-term strategic planning.

### AHA Political and Legislative Update:

- ▶ Understand current political events and policy discussions taking place in Washington, D.C. that could impact the hospital field.

### CMS – Now and Into the Future:

- ▶ Understand the federal (CMS) survey and certification process;
- ▶ Identify key learnings from the CMS annual report to Congress on accrediting organizations; and
- ▶ Learn the potential future direction of CMS in the survey and certification arena.

### How to Make Big Decisions at Small Hospitals:

- ▶ Describe the mindset and personal preparation needed to lead a mission discernment;
- ▶ Recognize five steps to arrive at an inclusive, mission and values-based decision;
- ▶ Utilize proven methods to identify a core team, assess issues, and communicate; and
- ▶ Discover methods to make decisions and implement innovation.

# SMALL & RURAL 2024 HOSPITAL SUMMIT

**REGISTER ONLINE:** [lhaonline.org/Event.aspx?EventKey=M244841](https://lhaonline.org/Event.aspx?EventKey=M244841)

## DATES & TIMES:

**Wednesday, November 6 | 1:30 PM - 6:00 PM** (Governance Session & Welcome Reception)

**Thursday, November 7 | 8:00 AM - 3:45 PM**

## LOCATION:

**Renaissance Baton Rouge Hotel | 7000 Bluebonnet Blvd, Baton Rouge, 70809**

## PRICE:

### LHA Small & Rural Hospital Member

|   |                   |              |
|---|-------------------|--------------|
| Summit WITH Optional Governance Session.....    | <del>\$260*</del> | <b>\$160</b> |
| Summit WITHOUT Optional Governance Session..... | <del>\$210*</del> | <b>\$110</b> |
| Pre-Summit Governance Session ONLY.....         |                   | <b>\$50</b>  |

### Corporate, Associate, Attorney Society Member (2024 dues must be up to date to register.)

|   |                   |              |
|---|-------------------|--------------|
| Summit WITH Optional Governance Session.....    | <del>\$650*</del> | <b>\$550</b> |
| Summit WITHOUT Optional Governance Session..... | <del>\$600*</del> | <b>\$500</b> |
| Pre-Summit Governance Session ONLY.....         |                   | <b>\$50</b>  |

\*The LHA is supplementing \$100 of members' registration fees for the summit.  
The discount will be applied automatically at checkout.

**REGISTRATION:** Registrations are accepted online only, and VISA, Master Card, Discover, and American Express are accepted. Email confirmations will be sent to all registrants who list an accurate email address. The program material is the intellectual property of the speakers and is not meant to be shared with anyone other than registered participants.

**CANCELLATION POLICY:** Individuals who cancel more than seven business days prior to a scheduled event will be charged a cancellation fee of \$50 per person. Written notice of the cancellation must be emailed to [marthur@lhaonline.org](mailto:marthur@lhaonline.org). No refunds will be issued for cancellations received within seven business days of the event or for no-shows.

**SUBSTITUTION POLICY:** Registrants who are unable to participate in an LHA educational event are permitted, and encouraged, to have an eligible substitute; however, written notice of the substitution must be emailed to [marthur@lhaonline.org](mailto:marthur@lhaonline.org) at least seven business days in advance of the event. The substitution option is not available if written notification is received by the LHA less than seven business days prior to the scheduled program.

**ACCOMMODATIONS:** Please contact the LHA if you have a disability that may require special accommodations for this educational opportunity. The LHA is committed to ensuring full accessibility for all registrants.

LHA Code #M244941