

# AGENDA

## 2024 Rural Hospital and Clinic

### Virtual Performance Improvement Conference

**Wednesday, January 31<sup>st</sup> at 11:00 AM Eastern**

[Register here](#)

Time	Title	Presenter
<b>11:00 AM</b>	<b>Welcome and Logistics</b>	<b>Tammy Norville</b>
		NOSORH
<b>11:10 AM</b>	<b>Harsh Realities of Rural Operations</b>	<b>Jonathan Pantenburg</b>
	Healthcare leaders must solidify core operations to ensure financial solvency. This presentation encompasses strategies related to staffing and provider shortages, revenue cycle, growth, reimbursement and stiffening competition.	Wintergreen
<b>11:40 AM</b>	<b>Federal Office of Rural Health Policy: Updates and Priorities</b>	<b>Meredith Anderson</b>
<b>12:00 PM</b>	<b>Eliminate the Ego in Rural Recruitment</b>	<b>Nicole Barbano</b>
	Uncover the impact of ego on rural healthcare recruitment and learn to build agile, ego-free strategies with enhanced accountability.	Hunter Ambrose Intl
<b>12:20 PM</b>	<b>Benefits: Strategic Asset, Not Cost</b>	<b>Rob Bloom</b>
	Staffing drives strategy, operations and patient care. Learn how to rethink benefit programs to address a healthcare organization's most important asset, greatest vulnerability and biggest expense: Its people. <b>Co-presenter:</b> Brett Shippee, UPB	Wintergreen
<b>12:50 PM</b>	<b>Capitalize on the RHC Value Chain</b>	<b>Kristen Ogden</b>
	We're finally here: As payers seek value-based, outcomes-based models, RHCs are positioned for growth and increased relevance – but only if their operations and team are exceptional. <b>Co-presenter:</b> Nicole Thorell, Wintergreen	The Compliance Team
<b>1:10 PM</b>	<b>Harness Technology to Drive Revenue, Compliance and Safety</b>	<b>Bryan Knowles</b>
	Innovation for rural, by rural? Learn how to leverage technology to improve reimbursement, compliance, safety and performance using practical, cost-effective tools designed specifically designed for CAHs and RHCs. <b>Co-presenter:</b> John Reagan, Wintergreen	VersaBadge
<b>1:30 PM</b>	<b>How to Modernize Rural Healthcare</b>	<b>Alan Richman</b>
	Modernization requires access to sufficient financial resources. This presentation demystifies perceived barriers for rural hospitals to fund projects that drive strategic, operational and technology-based innovation.	InnoVative Capital
<b>1:50 PM</b>	<b>Wait...We Can Get Paid for That?</b>	<b>Jonathan Pantenburg</b>
	Our team will review five novel reimbursement opportunities stimulated by recent industry changes, market dynamics and/or regulatory updates that can be implemented by your hospital or clinic in CY 2024.	Wintergreen