



LOUISIANA HOSPITAL ASSOCIATION MANAGEMENT CORPORATION

2021 Rural Health Leadership Conference

November 10-11, 2021 • Renaissance Hotel Baton Rouge

Wednesday, November 10, 2021

3:30 p.m. - 4:30 p.m.

Registration and Exhibitor Set-Up
Foyer

Sponsored By:



4:30 p.m. - 6:00 p.m.

Welcome Reception
Salons 3 & 4

Thursday, November 11, 2021

8:00 a.m. - 8:45 a.m.

Breakfast and Networking with Sponsors/Exhibitors
Salons 3 & 4

8:45 a.m. - 9:00 a.m.

Welcome and General Sessions
All General Sessions will be located in Salons 1 & 2.
Paul Salles, President & CEO, Louisiana Hospital Association

9:00 a.m. - 10:00 a.m.

Challenges to Rural Hospitals and Advocacy and Policy Solutions
John Supplitt, Senior Director for Small or Rural Hospitals,
American Hospital Association

This session will cover the persistent, recent, and emerging challenges to rural hospitals and will present advocacy and policy solutions.

10:00 a.m. - 11:00 a.m.

The Landscape of Rural Health and Regulatory Impacts
Ralph Llewellyn, CPA, CHFP, Partner, Eide Bailly LLP

The rural healthcare landscape is constantly changing. Changes come in the form of new programs, updated regulations, digital disruption, and patient preferences. This session will focus on current and anticipated changes in the rural health landscape and strategies to be considered in managing the potential impact of these changes.

11:00 a.m. - 11:15 a.m.

Networking Break
Foyer

SAVE THE DATE: LHA MANAGEMENT CORPORATION PRESENTS

2022 WINTER HEALTHCARE LEADERSHIP SYMPOSIUM

FEBRUARY 1-2, 2022 • RENAISSANCE BATON ROUGE HOTEL



Thursday, November 11, 2021 Continued

11:15 a.m. - 12:15 p.m.

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The 10 Steps to Immediately Improving Your Revenue Cycle

John Behn, Managing Director, Revenue Cycle Optimization, Warbird Consulting Partners, LLC

To be successful, hospitals must instill a culture of accountability, ownership, and quality while overcoming unexpected obstacles and exceeding patient expectations. Revenue cycle success is never an accident. It is the result of focused, prioritized action. This presentation identifies the top issues facing the industry and helps revenue cycle leaders develop a strategy, prioritize next steps, and take action. The speaker will discuss pricing transparency, contract management, remote staff supervision, internal process auditing, compliance concerns, coding strategies, reporting improvements, and revenue capture optimization, as well as any timely issues, opportunities, or regulations that present themselves. Each topic includes real-life "tales from the field" examples and detailed action steps to address, overcome, and improve.

12:15 p.m. - 1:15 p.m.

Lunch and Networking

Salons 3 & 4

1:15 p.m. - 2:15 p.m.

How Rural Hospitals Can Best Partner with the Louisiana Community and Technical College System

Wendi Palermo, PhD, RN, Executive Director of Academics and Workforce for the Louisiana Community and Technical College System

During this session, the presenter will outline how the Louisiana Community and Technical College System (LCTCS) is committed to having a meaningful impact in meeting healthcare workforce needs. Discussion will be centered on the LCTCS mission and how active collaboration between the LHA and LCTCS is crucial to implement innovative training programs to meet the workforce needs.

2:15 p.m. - 2:30 p.m.

Networking Break

Foyer

2:30 p.m. - 3:30 p.m.

Going Country: How to Highlight the Advantages of Practicing Medicine in Rural Communities

Gary Seaberg, Regional Vice President, Jackson Physician Search

Millions of Americans never feel the reality of the physician shortage because they live in metropolitan areas. Yet for about 20% of the population who live in rural and remote communities, the lack of coverage is causing severe consequences for health and quality of life. Demographic trends worsen the crisis, as younger people leave their communities for educational and career opportunities elsewhere. Awaken America's Millennial workforce to the rewards of practicing rural medicine has become a priority as a matter of policy and of survival for healthcare leaders. This session will take a "workshop" approach with an interactive SWOT assessment that attendees can take back to their organizations to adapt and initiate practical steps that will improve their opportunity to attract and keep physicians and advanced practice providers in their communities. The SWOT will touch on the four main drivers that physicians evaluate when seeking to join a rural practice: compensation, location, quality of practice, and quality of life. Together, they underscore the culture. This session will provide examples of recruitment incentives and operational strategies that organizations can deploy.

3:30 p.m. - 3:45 p.m.

Closing Remarks/Adjourn

SPEAKERS



John E. Behn, III, MPA, is the Managing Director of Revenue Cycle Optimization at Warbird Consulting Partners, LLC. With more than 25 years of experience in healthcare financial management and consulting, Behn's focus has been on chargemaster auditing, revenue cycle management and consulting, hospital and physician practice management. He has led initiatives to increase physician and departmental productivity and has successfully grown gross revenue and new reimbursement through combining operational improvements, chargemaster effectiveness, and efficient business-office protocols.



Ralph Llewellyn, CPA, CHFP, is a Partner at Eide Bailly LLP. He conducts operational assessments to assist providers in enhancing financial and operational performance, including financial strategies for financial turnaround of healthcare facilities. Llewellyn provides chargemaster/cost report audits and redesign projects, and he conducts reimbursement enhancement studies for healthcare providers. In addition, he assists providers in developing physician compensation agreements.



Wendi S. Palermo, PhD, RN, is the Executive Director of Academics and Workforce for the Louisiana Community and Technical College System (LCTCS). She is a Registered Nurse and has more than 16 years of full-time experience in higher education at both the undergraduate and graduate levels. In addition to her full-time position, she serves as adjunct faculty in both the doctoral and master programs at Northwestern State University. Dr. Palermo currently represents LCTCS on various statewide committees, works alongside industry partners, and promotes innovative strategies to serve students. As a result, she led efforts to secure more than \$4M in external funding and resources to support LCTCS colleges for program expansion and telehealth services. Prior to her current position, Dr. Palermo served as the Dean of Nursing and Allied Health at SOWELA Technical Community College where she has been credited with opening new nursing and allied health programs and earning programmatic accreditation in record time. She has nearly a decade of programmatic accreditation experience as an Accreditation Commission for Education in Nursing site visitor and team chair, and has served nationally as a member of the Evaluation Review Panel.



Gary Seaberg serves as the Regional Vice President of Business Development in the Dallas Regional Office for Jackson Physician Search. He earned his BA in Communication and has completed graduate work toward a master's degree in Organizational Development. He has a wide range of leadership, management, executive search, and business development experience, with more than thirty years devoted to the healthcare industry. He has served in top leadership, partner, and shareholder roles in large, national healthcare staffing firms, as well as served in leadership roles in the digital media business, as managing partner for a healthcare executive search firm, and as founder and president of his own healthcare executive search firm, serving clients regionally and nationally. He is a nationally-recognized leader in staffing, management, and leadership issues ranging from executive search and medical staff planning to the strategic implementation of search programs. He consults with hundreds of hospitals, systems, medical groups, academic medical centers, and other healthcare organizations regarding executive and physician leadership staffing issues, including compensation, retention strategy, supply and demand, and succession planning. Seaberg is an often-quoted subject-matter expert and speaker regarding staffing, management, and leadership topics and strategies for developing business. He is an author and contributor to several articles and blogs regarding healthcare recruitment and leadership topics.



John Supplitt is the Senior Director of the Section for Small or Rural Hospitals at the American Hospital Association (AHA). Since 1993, Supplitt has worked with and on behalf of the AHA's 2000 small or rural hospitals, including 975 CAH members, to identify, develop, and advance their unique healthcare interests, issues, and perspectives. He manages the Section's member services, governance, and communications. Supplitt has served on several national panels and advisory groups for development of national rural health policy, program development and demonstrations, and grant review and evaluation. He has an MPA from New York University; an MBA from Loyola University, Chicago; and a BS from Georgetown University, Washington, DC.

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