

# 2024 C-Suite Leadership Conference

April 22- 23, 2024 | Baymont Inn & Suites, Mandan, ND

## Monday, April 22, 2024

6:00 – 9:00 p.m.      **Social – Appetizers and beverages**

- 2024 ND Daisy Award Presentation.

## Tuesday, April 23, 2024

7:30 a.m.              **NDHA Registration Open | Breakfast**

8:30 – 9:30 a.m.      **Welcome**

*Tim Blasl, NDHA President*

**Panel – ND State Legislators: Sen. Dick Dever, Sen. Judy Lee, Rep. Jon Nelson**

*Moderated by Tim Blasl & Melissa Hauer, NDHA*

**Content:** This panel presentation is being provided to share information and discuss ideas for addressing healthcare issues, all with the aim of serving the needs of North Dakota communities.

9:30 – 9:45 a.m.      **Break**

9:45 – 10:45 a.m.    **Legislative Update**

*Presented by: Tim Blasl & Melissa Hauer, NDHA*

**Content:** This session will provide an overview of the important health care-related studies being conducted by legislative committees during the 2023-24 interim, as well as the North Dakota Hospital Association's key legislative priorities.

11:00 a.m. – Noon    **Navigating the Future of Rural Healthcare**

*Presented by: Martie Ross, PYA, P.C.*

**Content:** Rural providers face increasing costs of delivering care, changing methods of care delivery, erosion of public trust and challenges from new market entrants. Developing a plan to navigate the future of rural health in the face of these obstacles seems an impossible task. During this session, we'll identify and quantify the challenges facing rural providers, discuss the impact of future market developments and provide a framework for strategic planning to maintain local access to high quality care. The discussion will focus on four fundamentals to guide your strategy: 1) become a presence, not a place, 2) deliver health, not healthcare, 3) develop a financial improvement plan, and 4) pursue collaboration, not competition.

Noon – 1:00 p.m.    **Lunch**

1:00 – 2:00 p.m.    **Concurrent Sessions**

**Workplace Safety: The Game has Changed**

*Presented by: Matthew Wolak, Crisis Prevention Institute*

**Content:** Post-COVID, the intensity of workplace violence has pushed past the ceiling that made it more manageable. Staff are afraid and leave long-tenured jobs for health systems that demonstrate more care for their safety. But how do they know workplace safety matters to the organization? Join Matthew J. Wolak as he unravels the "how" behind a clear and compelling workplace violence (WPV) prevention program that measures outcomes, continues to secure funding, and integrates current legislation.

## **AHA Update**

*Presented by: Liz Summy, AHA Regional Executive*

**Content:** This session will provide an update on AHA legislative and regulatory priorities and an overview of key AHA initiatives including patient safety, workforce, and rural health care.

2:00 – 2:15 p.m.      **Break**

2:15 – 3:15 p.m.      **Concurrent Sessions**

## **The Change Healthcare Attack: What Hospitals Should Learn**

*Presented by: Johnathen Inskip, Healthcare Security Strategist, Critical Insights, Inc.*

**Content:** The cyberattack on Change Healthcare should result in an after-action plan for every hospital. The attack exposed a huge area of risk resulting from consolidation and reliance on a third party. Despite the unprecedented impact of Change Healthcare's downtime, well prepared patient-focused organizations fared better than others. Just before the attack happened, the federal government rolled out new regulations and guidance for healthcare providers. In this presentation, you'll learn how aligning to the new government guidance will help your organization prepare for the next "unprecedented" cyberattack. You'll also learn how to align to the new cybersecurity guidance even if you're in a resource-constrained environment.

## **Hospital Board Training**

*Presented by: Melissa Hauer, VP/General Counsel, NDHA*

**Content:** This session will cover what hospital board members should know about their legal duties. It will include key laws regarding governance of nonprofit organizations, trustee fiduciary duties and consequences for breach of those duties, the difference between governance and management, and special responsibilities of hospital directors including medical staff credentialing and quality oversight.

3:15 – 3:30 p.m.      **Break**

3:30 – 4:30 p.m.      **Road Map to 2024 Election**

*Presented by David Wasserman, The Cook Political Report with Amy Walter*

**Content:** Before we know it, the 2024 presidential election will be here. In a strictly non-partisan presentation, David Wasserman cuts through the spin and offers a data-driven forecast of how upcoming elections might unfold. Wasserman draws on his extensive interviews with both parties' candidates and strategists to shed light on the top issues on voters' minds. Wasserman will also discuss how the election could affect healthcare policy and regulations, depending on who wins the election.

4:30 – 4:45 p.m.      **Conclusion**

**Thank you to our event sponsors! Their generous support has made it possible to bring together state leaders and expert speakers.**



## Speakers

**Tim Blasl** is the President of the North Dakota Hospital Association, a not-for-profit trade association that represents North Dakota's hospitals. Mr. Blasl joined the association in 2008 and was appointed president in 2018. Mr. Blasl has over 28 years of healthcare experience. He provides leadership and guidance for members as it relates to advocacy and education. He also leads the association's affiliated entities, Hospital Services, Inc., the North Dakota Hospital Foundation, and the NDHA Health Benefits Trust. Mr. Blasl's experience includes 14 years with a hospital overseeing the revenue cycle operations for both the hospital and clinic. Mr. Blasl is a native of Bismarck, North Dakota. He earned a Bachelor of Science Degree from the University of Mary majoring in accounting and business administration.

**Senator Dick Dever** – District 32, Bismarck, has served in the North Dakota Senate since 2001. Senator Dever, a veteran of the U.S. Army, is retired. He serves on the boards of the Burleigh County Human Services Zone and PERS, he is the Chair of the Legislative Veteran's Caucus, is a Life Member and Judge Advocate with VFW Post 1326, and a Life Member and Commander of the AmVets Post 9. He serves on the following state interim committees: Budget Section, Human Services, Redistricting, and Retirement. During the 68<sup>th</sup> Legislative Assembly, he served on the full Appropriations, and Appropriations – Human Resources Division (Chairman) standing committees.

**Melissa Hauer** is General Counsel/VP of Advocacy at the North Dakota Hospital Association. Prior to joining NDHA, Melissa was in private practice in Washington and North Dakota, and she was previously the General Counsel for the North Dakota Department of Human Services, the North Dakota Insurance Department, and Sanford West. Melissa has a Bachelor of Arts degree from the University of North Dakota and a Juris Doctor degree from Gonzaga University School of Law.

**Johnathen Inskeep** is a seasoned healthcare IT leader with over 15 years of experience in cybersecurity, disaster planning, network administration, and implementing electronic health record (EHR) systems while ensuring compliance with healthcare regulations. Currently, Inskeep serves as a Security Strategist, working closely with customers and product teams to strengthen cybersecurity postures. Previously, he spent 9 years as the CIO at Caribou Memorial Hospital, overseeing all IT operations including network security, disaster recovery planning, staff training, project management, EHR implementation, and regulatory compliance. Prior to Caribou Memorial, Inskeep was the IS Director for Health Care Management LLC and Creekside Home Health and Hospice. In these roles, he managed network administration, disaster planning, training, project management, EHR implementation, and transition to Google Apps for Business. With his deep expertise in securing healthcare IT systems, mitigating risks, and maintaining regulatory compliance, Inskeep is a valued voice on the critical cybersecurity challenges facing the healthcare industry. His insights from years on the front lines will provide healthcare leaders with actionable strategies to bolster their organizational cyber resilience.

**Senator Judy Lee** – District 13, Fargo, has served in the North Dakota Senate since 1995. Senator Lee is a retired real estate broker and serves on the board for the Vocational Training Center, the Advisory Board for the Children Advocacy Center of ND, and the board for Eventide Senior Living. She serves on the following state interim committees: Health Services, Human Services, Juvenile Justice, and Legislative Audit and Fiscal Review. During the 68<sup>th</sup> Legislative Assembly, she served as the Chairwoman of the Human Services standing committee, and as a member of the State and Local Government standing committee.

**Representative Jon Nelson** – District 14, Rugby, has served in the North Dakota House of Representatives since 1997. Representative Nelson is a retired farmer and serves on several local boards, including the American Cancer Society, Behavioral Health Champion Award, and the Consensus Council. He is a past board member of the Heart of America Medical Center in Rugby. He serves on the following state interim committees: Budget Section, Health Care Committee, and Water Topics Overview Committee. During the 68<sup>th</sup> Legislative Assembly, he served on the full Appropriations, and Appropriations – Human Resources Division (Chairman) standing committees.

**Martie Ross**, JD, is a principal with PYA, a national health care consultancy, and serves as the director of the firm's Center for Rural Health Advancement. Following a successful two-decade career as a health care regulatory and transactional attorney, Martie now serves as a trusted advisor for providers navigating the ever-expanding maze of health care regulations and changing market dynamics.

**Liz Summy** is the Regional Executive for Region 6 of the American Hospital Association. In this role, she serves as the primary point of contact and representative of the AHA, the national organization that represents and serves all types of hospitals, health care networks and their patients and communities. This includes nearly 5000 hospitals and health care systems and more than 43,000 individual health care professionals that form the AHA. Region 6 is comprised of seven states: IA, KS, MN, MO, ND, NE, and SD. Liz strives to connect with all members in the region through personal visits, state association board meetings and conferences, virtual creative convenings, and AHA hosted events like the AHA Rural Leadership Conference, AHA Annual Membership Meeting, and other special events. In addition to representing the AHA in the field, Liz is a resource for members on policy and advocacy issues, often connecting members with AHA policy and advocacy resources and working to resolve policy related questions from members. Lastly, she works in concert with state hospital associations on member relations, advocacy, and policy development. On the policy front, Liz serves as the Secretary to the AHA Regional Policy Board – an AHA governing body comprised of members across Region 6 who meet regularly to assess and provide feedback on AHA policy. Liz joined the AHA in January 2020. Her career spans senior leadership roles in acute and outpatient care settings, legislative and executive branches of government, including the US Department of Health & Human Services, and several other nationally prominent healthcare associations working to support patient-centered health care delivery and operational excellence. Liz has a particular passion for the role of hospitals in serving the diverse needs of their community regardless of setting (rural, urban, academic) and structure (system or free-standing, non-profit or for-profit). Ms. Summy earned a master's in health care administration from Des Moines University and a BA in Political Science from the University of Iowa. She is a Fellow of the American College of Health Care Executives and has earned a number of certificates in non-profit leadership from Northwestern University and Loyola University in Chicago. In addition to her professional role, Ms. Summy is a member of her Community Foundation, the University of Iowa Political Science Alumni Advisory Board, and is a leadership coach for Braven, a national organization working with first-generation college students on career exploration and securing career-accelerating opportunities through internships.

**David Wasserman** is the Senior Editor & Elections Analyst for the nonpartisan newsletter, *The Cook Political Report with Amy Walter*, and a contributor to NBC News. Founded in 1984, *The Cook Political Report with Amy Walter* provides analyses of U.S. presidential, Senate, House, and gubernatorial races. *The New York Times* called *The Cook Political Report with Amy Walter* "a newsletter that both parties regard as authoritative." Wasserman analyzes the current political environment in lively and entertaining presentations that he can tailor to his audiences' specific interests or locales. His data-driven forecasting looks at both national and local trends (if requested, he can even do a district-by-district outlook), the relationship between consumer brand loyalty and voting, and what the future holds for American elections. Prior to joining the *The Cook Political Report with Amy Walter* in 2007, Wasserman served for three years as House editor of *Sabato's Crystal Ball*, a widely respected political analysis newsletter and website founded by renowned University of Virginia professor Larry Sabato. A native of New Jersey, Wasserman is a graduate of the University of Virginia, where he was awarded the 2006 Emmerich-Wright Outstanding Thesis prize.

**Matthew Wolak.** As an Enterprise Sales Executive for the Crisis Prevention Institute, the nation's premiere workplace violence prevention training provider, Matthew has worked with some of the largest health systems in the country in helping them develop their workplace violence prevention programs. An accomplished speaker, his unique style and entertaining personality help engage his audiences as he speaks professionally on the "how" behind workplace safety.