

NRHA Rural Health Clinic & Critical Access Hospital Conferences 2025 • Sept. 23-26, Kansas City, Mo.

All general sessions take place in the Chicago Ballroom unless otherwise indicated • Subject to change • Updated 9-23-25

Rural Health Clinic Conference			
Tuesday, September 23			
1 – 1:15 pm	Welcome (15 m)		
1:15 – 2:30 pm	♦ Plenary 1 – Keynote Session - The RHC Landscape Post H.R.1 (75 min) – AARP sponsored session <i>Sarah Hohman, National Association of Rural Health Clinics, Government affairs director</i>		
2:30 – 3:30 pm	Plenary 2 - Mastering RHC Reimbursement: Updates, Cost Reporting & Strategic Compliance (60 m) <i>Julie Quinn, Health Services Associates, Principal, compliance and cost reporting vice president</i>		
3:30 – 3:45 pm	Break		
3:45 – 5 pm	1A - From Burnout to Buy in: Resuscitating the Rural Healthcare Workforce Pamela Buchanan, MD	+ *1B - Identifying Quality Measures for Hospital-Based Rural Health Clinics John Gale, Rebecca Stearns	1C - Top Ten Revenue Cycle Take Aways Susan Rohde
Room	Empire A	Empire B	Empire C
Wednesday, Sept 24			
7 – 8 am	Continental Breakfast, Registration		
8 – 9:15 am	2A - A Playbook for Physician Alignment, Engagement and Retention Scott Polenz	2B - Strengthening Board Support through Financial Transparency Wes Garrison, Stuart Moore, Sally Othmer	*2C - Rural OB Simulation: Protocols, Partnerships, and Preparedness Jacquelyn Alvarado
Room	Empire A	Empire B	Empire C
9:15 – 9:30 am	Break		
9:30 – 10:45 am	3A - Engaging Providers through Individualized Practice Dashboards Ellen Thompson	3B - Innovative Strategies for Enhancing Rural Health Care Jacinda Bunch, PhD, Jennifer Jones Nicole Weathers, DNP	3C - Reducing Denials to Strengthen Rural Health Revenue Steve Smith
Room	Empire A	Empire B	Empire C
10:45 – 11 am	Break		
11 – 11:45 am	Plenary 3 - Preventing Survey Failures and Strategies for Success in RHCs in 2025 (45 min) <i>Kate Hill, The Compliance Team, Rural health vice president</i>		
11:45 am – 1 pm	Rural Health Clinic Conference lunch on your own		

Rural Health Clinic Conference continues and Critical Access Hospital Conference begins	
1 – 1:15 pm	Welcome & Announcements (15m)
1:15 – 2:30 pm	Plenary 4 - Keynote Address (75 m) From Crisis to Renewal: Navigating Burnout in Health Care Leadership <i>Todd Linden, Linden Consulting, Partner; Coco Janzen, Crossover Communications, Owner</i>
2:30 – 3 pm	Break

3 – 4 pm	Plenary 5 - National Legislative Update (60 m) <i>Alexa McKinley Abel, JD, National Rural Health Association, Government affairs and policy director</i> <i>Carrie Cochran-McClain, DrPH, National Rural Health Association, Chief policy officer</i>					
4 – 5 pm	Plenary 6 - Innovation Strategies for Rural Health (60 min) <i>Janice Walters, Rural Health Redesign Center , CEO</i>					
5 – 7 pm	RHC-CAH Networking Reception - Atlanta/New York					
Thursday, September 25						
7 – 8 am	Breakfast With Partners					
8 – 9 am	Plenary Session 7 - RHC/CAH: Current Regulatory Trends and Updates (60 min) <i>Brian Bertsch, Eide Bailly LLP, Principal; Joseph Watt, Forvis Mazars, Partner</i>					
9 – 10:50 am	Networking break – Exhibit Hall					
	9:10 – 9:55 am	Partner Featured Session A – NRHA & Rural Health Leadership <i>Bill Auxier, PhD, Center for Rural Health Leadership, President and CEO</i> <i>Sydney Grant, Center for Rural Health Leadership, Chief learning officer</i>				
	10 – 10:30 am	20 Questions with Platinum Partners – Exhibit Hall				
10:50 – 11 am	Break					
11 am – 12:15 pm	4A	4B	4C	4D	4E	4F
	*The Changing Landscape of Quality Measurement and Recording Sarah Brinkman Karla Weng	Rural Emergency Teams: Improving Outcomes Through Simulation Jacinda Bunch, PhD Brian Rechkemmer	Utilizing the Medicare Cost Report for Financial Agility Chris Cole Eric Lopata	# Stroke & Heart Innovation: Rural Hospitals Leading the Way D. Coates M. Cook A. McClellan T. Taylor	Achieving Spend Excellence: The Chief Financial Officer's Role Joshua Sandler	* Master the New HCAHPS for Essential 5 Star Recognition Brian Lee Julie Russell
Room	Empire A	Empire B	Empire C	Chouteau A	Chouteau B	Chicago
12:15 – 1:50 pm	Networking Lunch					
	1 – 1:45 pm	Partner Featured Session B – Spotting Rural Hospital Closure Risks Years in Advance <i>Julie Georgoff, Stroudwater Associates, Consultant; Jeff Sommer, Stroudwater Associates, Managing director</i>				
	1:50 – 2 pm	20 Questions with Gold Partners – Exhibit Hall				
1:50 – 2 pm	Break					
2 – 3:15 pm	5A	5B	5C	5D	5E	5F
	Growing Service Lines in Rural Communities Brian Howells Jayna Kelly	+ Rural Emergency Hospitals: Lessons, Challenges, and Innovations in Year Three Kenneth Harman	Developing an EMS Shortage Area Designation for Rural Michigan John Gale Jill Oesterle	*Embracing Quality Improvement as an Organizational Strategy Lindsay Corcoran Cameron Smith	^ Advancing Age-Friendly Care in Rural Hospitals & Communities Laura Howell Nelson	+*Quality and Financial Implications for Maternity Care in CAHs Megan Lahr Madeleine Pick Eric Shell
Room	Empire A	Empire B	Chouteau A	Empire C	Benton	Chouteau B

3:15 – 3:30 pm	Break					
3:30 – 4:30 pm	Plenary 8 – Rural Health Transformation Program: An Overview (60 m) <i>Kate Sapra, PhD, CMS Office of Rural Health Transformation, Deputy director</i>					
4:30 – 5:15 pm	Plenary 9 - The Future of Rural Health: An Interactive Discussion (45 min) <i>JT Douglas, West Health, Strategy director; John Gale, Maine Rural Health Research Center, Senior research associate</i>					
5:15 – 6:15 pm	Rural Veterans Special Interest Group Meeting <i>Jed Hansen, PhD, Nebraska Rural Health Association, Executive director</i>					
Friday, September 26						
8 – 8:30 am	Breakfast					
8:30 – 9:15 am	Plenary 10 - Top 20 CAHs Awards Presentation (45 m) <i>Brock Slabach, NRHA, Chief operations officer</i> <i>Michael Topchik, Chartis Center for Rural Health, National leader</i>					
9:15 – 9:30 am	Break					
9:30 – 10:45 am	6A	6B	6C	6D	6E	6F
	Case Study: Cultural Transformation - North Dakota CAH Bill Auxier, PhD Sydney Grant Lori Seim	From Surviving to Thriving: Transforming a Rural Hospital Tanya Kessinger Tracy Koster	*Obstetrics Simulation Training for Non Birthing CAHs Jill Bullock Erin McMahon, EdD	Rural Ready: Emergency Preparedness Lessons from Louisiana Eric Johnson	+FORHP Creating Rural Doctors: Insights and Opportunities for Critical Access Hospitals Mark Holmes, PhD	Re-Thinking Rural Health Networks Tom Morris Brock Slabach
Room	Empire A	Empire B	Empire C	Chouteau A	Chouteau B	Benton
10:45 am	CAH Adjourns					

+ Sessions sponsored by the Federal Office of Rural Health Policy (RHC & CAH)

* Quality & Clinical Sessions (8 between conferences)

^ Session sponsored by The John A. Hartford Foundation/NRHA National Rural Age Friendly Initiative (CAH – 1)

Session sponsored by The American Heart Association (RHC or CAH – 1)

♦ Session sponsored by AARP