The AHA’s 33rd Annual Rural Health Care Leadership Conference features extensive educational programming to connect the work of governing boards to the challenges of transforming the rural health care delivery system. The conference’s governance programming provides opportunities for board members to explore emerging trends and best practices with governance and rural health care experts. Board members will gain insights into the innovative governance approaches and critical leadership competencies that will move the board from good governance to excellent governance, while learning how heightened demands for improved quality, new collaborations, and enhanced efficiency and effectiveness are changing the board’s role and oversight responsibilities. Sessions include:

**PRE-CONFERENCE WORKSHOP**

**Governance and Innovation: Driving Major Organizational Change**

*Cathy Eddy*, Founder, Retired President, Health Plan Alliance

Innovative approaches are key to meeting the governance challenges facing rural hospitals and health systems now and in the future. This workshop will explore ways for board members to examine their roles in oversight, insight and foresight, and explore new opportunities to collaborate and improve the health of their communities.

**KEYNOTE**

**Rhetoric, Reality, and Responsibility: The Rural Governance Challenge**

*James E. Orlikoff*, President, Orlikoff & Associates, Inc.

Hospitals will disappear! Volume-based payment is just around the corner! Tech companies will disrupt and then own all of health care! These are but a few of the rhetorical truisms bandied about today. But what is the reality and what is the truth? And, how can rural health care boards tell the difference and make decisions to help their hospitals and systems survive in a post-disruption world? This presentation will outline the tensions between the health care rhetoric and reality and provide governance techniques to help boards tell the difference.

**STRATEGY SESSIONS**

**Community Benefit: What Boards and Executives Should Know**

*Julie Trocchio*, Sr. Director, Community Benefit & Continuing Care, The Catholic Health Association of the United States and *Trina Hackensmith*, Vice President, Lyon Software

Board members and executive leaders are responsible for ensuring that their organizations are faithful to their mission and fulfill their charitable tax-exempt purpose. Not-for-profit hospitals continue their mission of service by responding to community health needs and meet the IRS community benefit standard. This session will examine federal requirements governing hospital tax-exemption, including working with community partners to conduct community health needs assessment and plans to improve community health. It will cover the definition of community benefit and the rationale for what can and cannot be reported to the IRS as community benefit. You’ll gain a greater understanding of the role of the board and executive leadership in the community benefit arena.

**REGISTER THREE & THE FOURTH ATTENDS FOR FREE!**

**REGISTER ONLINE**

www.aha.org/rural-conference
Making Your Board a Model of Governance Excellence
Lyn Jenks, Governance Consultant, Munson Healthcare
Hospitals and health systems have made efficient operations, high quality and standardization of internal processes major elements of success—but what most of us have neglected to do is spend adequate time fully integrating these initiatives at the very top the organizations with our boards. Munson Healthcare studied what makes boards great, implementing an assertive program to build a benchmark model for system and local hospital governance. Learn how to boost board engagement in high-level decision making, improve overall satisfaction of board members, standardize and improve board recruitment, on-boarding, orientation and education, and more!

Accelerated Strategic Planning for Rural and Critical Access Hospitals: Finding Solutions to Today’s Toughest Challenges
Dennis Burke, MSHA, President and CEO, Good Shepherd Health Care System and Guy Masters, MPA, Principal, Strategic Advisory, Premier Healthcare Solutions, Inc.
Is your current strategic plan an effective, confidence-inspiring roadmap for your hospital, offering clear direction with focused priorities to guide decisions by the board and senior leadership? Unfortunately many strategic plans could more accurately be described as operations improvement/resource allocation plans. This session will provide a customizable process and tools to enable boards and leadership to achieve a balance between governance and management and short- and long-term scenarios, resulting in a strategic planning framework that addresses top concerns and implications for patient services, financial performance, workforce stabilization, technology, expanded access, and changing demographics. Board members will learn how to hold management accountable for results based on clearly defined metrics and expectations, and in a consistent and timely fashion throughout implementation.

Is Being a District Hospital the Right Governance Model for Your Organization?
Doug Faus, Chief Executive Officer, Ivinson Memorial Hospital; Lindsley Withey, Director, Strategic Advisory, Navigant; and Kaitlyn Moore, Managing Consultant, Navigant
Government ownership of hospitals has a time and a place, but often rural hospitals find that they have outgrown the need for government support. Many hospitals have found that changing from a district hospital to a 501(c)3 non-profit hospital has given them the latitude to better meet the needs of their patients and their community. The process, however, is complicated. This session will help rural hospitals to evaluate what is needed to consider such a transition, the pros and cons of each model, and how best to implement the change should you choose this path. You’ll learn how to determine which model is right for your patients, your organization, your community, and your workforce.

New Approaches to Effective Board Decision Making
James E. Orlikoff, President, Orlikoff & Associates, Inc.
The first thing any effective board or leadership group does is decide how it will make decisions. Further, effective boards develop different, clearly defined processes to make decisions of different magnitudes. Yet, many boards have never had an explicit conversation about or developed multiple approaches to this most critical of governance functions—their decision making. This session will outline several different, practical and effective decision making techniques to expand your board’s tool kit of processes and techniques for making effective decisions.

Interactive Governance Clinic
James E. Orlikoff, President, Orlikoff & Associates, Inc.
Bring your thorniest governance issues to one of the nation’s preeminent health care governance experts. You’ll gain practical solutions and proactive ideas for improving governance performance. This session will be very interactive and no issue is off the table, so come prepared to talk, to question and be challenged!

Strategic Questions Boards Should Be Asking About IT
Terry Wilk, Senior Vice President, Coker Group

What’s Up Doc? – A Trustee Guide to Understanding the Medical Staff
Todd Linden, President, Linden Consulting

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