



Date: June 27, 2024

Time: 7:30 AM

Crowne Plaza Springfield
3000 S. Dirksen Parkway
Springfield, IL 62703
217.529.7777

Registration is open only to IHA-member hospitals and health systems and 2024 IHA Corporate Sponsors.

New! Reduced registration fees for the 2024 meeting:

First person per hospital or health system	\$195/person
Each additional person*	\$150/person

**The additional registrant(s) must be employed at the same hospital or hospital system corporate office as the first registrant to qualify for this discount.*

Discovering new approaches to familiar challenges can make a big difference. For small and rural hospitals, it can mean a stronger workforce, a healthier bottom line and a more inspired leadership team. With a fresh perspective, the strategic choices you adopt can foster growth and stability. This year's IHA Small & Rural Hospitals Annual Meeting is designed to inspire and empower leaders with clear, actionable steps to propel future growth. Join us in Springfield for our redesigned meeting that addresses today's top issues in a compact, one-day agenda and minimizes your time away from the office. See our [**program brochure**](#).

7:30 - 8:30 a.m.
Registration
Breakfast Buffet

8:30 a.m.

Welcome

Beth King, Chief Executive Officer, Jersey Community Hospital and
Chair, 2024 IHA Small and Rural Hospitals Constituency Section

President's Address

A.J. Wilhelmi, IHA President and CEO

9 a.m.

From Crisis to Control: Navigating a Hospital Cybersecurity Incident

Panelists:

Thomas Dohm, FACHE, President and CEO, Morris Hospital & Healthcare Centers

John Wilcox, Vice President, Information Technology, Morris Hospital & Healthcare Centers

Moderator: Katrina Casner, FACHE, President and CEO, Pana Community Hospital

No hospital is immune to a cyberattack, as our data-rich industry continues to be a top target for cybercriminals. In this fireside chat, follow the compelling narrative of an Illinois hospital's journey through a cybersecurity incident: its challenges, decisions and lessons learned.

10 a.m.

Networking Break with Corporate Sponsors

10:30 a.m.

Transform Today to Create the Workforce of the Future

Holly Lorenz, DNP, RN, NEA-BC

National Speaker, Huron

Engage, retain and attract (ERA): Those three top goals can strengthen your workforce and your organization. The ERA mindset is built upon transformational strategies that put you in the driver's seat. In this session, you'll hear about the leadership traits needed to revitalize your staff. ERA strategies are inspiring, actionable and accessible for every organization looking to build a healthcare team that thrives.

11:30 a.m.

Networking Luncheon with Corporate Sponsors

1 p.m.

Medicare Advantage Contracting Considerations and Implications

Kevin Thilborger, Chief Managed Care Officer and Chief Revenue Strategy Officer, Unlock Health
Healthcare Leader Panel

Enrollment in Medicare Advantage has more than doubled since 2010. With further growth expected, there's greater urgency to halt plans' cost-saving measures. This session will explore the complex landscape surrounding Medicare Advantage plans and identify variables for you to better assess your Medicare Advantage contracts. You'll also hear from a panel of hospital and health system leaders sharing their efforts to drive change and strengthen their organization's bottom line.

3 p.m.

LEAP! Connecting Risk Taking, Achievement and Fear

Bruce Christopher, MA, LP, CSP

There are three kinds of people: Those who make things happen, those who watch things happen and those who say, "What happened?" Most of us want to be people who make things happen, but fear of failure can hold us back. This highly interactive session will inspire you to set aside fear and crash through comfort zones. You'll learn how to visualize goals, move forward and have fun doing it!

4 p.m.

Closing Comments

This meeting is designed for teams of healthcare leaders and decision-makers from small and rural hospitals and health systems. By participating as a team, your organization can take advantage of our multiple attendee discount. The meeting will benefit:

- Administrators
- Board of Trustee members
- Finance leaders
- Operations leaders
- Quality leaders
- Human Resources leaders
- Information Technology leaders
- Medical staff leaders
- Nursing leaders
- Compliance leaders
- Government Relations leaders

Katrina Casner, FACHE

President and CEO, Pana Community Hospital

Casner is a Certified Public Accountant and Fellow in the American College of Healthcare Executives. She joined Pana Community Hospital in 2001 as Chief Financial Officer. In 2012, Casner was promoted to the hospital's President and CEO.

Bruce Christopher MA, LP, CSP

Psychologist and Humorist

With his high-energy style and humorous presentation, Christopher is considered America's foremost "enter—trainer". He is a clinical psychologist holding degrees in Professional Psychology and Interpersonal Communications. Christopher has "enter-trained" audiences internationally because of his hilarious approach to today's hot topics impacting our personal and professional lives. He has been honored to speak at the Exclusive Million Dollar Roundtable conference three times, the Royal College of Surgeons in London and the Mayo Clinic.

Christopher is a credentialed professional speaker and trainer, a member of the American Psychological Association and the National Speakers Association, and is a practicing clinical psychologist. He has earned the Certified Speaking Professional (CSP) designation, which is the speaking profession's highest merited international measure of professional platform competence. He speaks over 100 times each year and is one of the most sought-after speakers in the Fortune 500 and at the most prestigious medical and dental conventions.

Thomas Dohm, FACHE

President and CEO, Morris Hospital & Healthcare Centers

Prior to being named CEO in 2022, Dohm was Morris Hospital's Vice President of Professional Services since 2015. While serving in this role, he led the organization's \$64 million master facility plan. Dohm's more than 30 years of healthcare leadership experience also includes serving as Vice President of Support Services at Mercy Hospital and Medical Center in Chicago, Chief Operating Officer at Provident Hospital of Cook County, along with numerous leadership roles with Oak Forest Hospital.

A native of Chicago's south suburbs, Dohm is a Fellow of the American College of Healthcare Executives and is board-certified in healthcare management. He currently serves on the Board of Directors for the Grundy Economic Development Council and Deerpath Ambulatory Surgery Center. Dohm is also a member of the Morris YMCA Building Task Force and Capital Campaign Leadership Cabinet.

Holly Lorenz, DNP, RN, NEA-BC

National Speaker, Huron Consulting Group

A recognized healthcare executive, Dr. Lorenz has vast knowledge and expertise from over 40 years of healthcare leadership and health system operational experience. She is acclaimed for her innovative strategies, as well as her genuine, authentic voice—one that engages audiences at all levels of leadership through relevant personal accounts and actionable roadmaps to success. Her passion for leadership, engagement, resilience and well-being is obvious in her inspiring presentations.

Prior to joining Huron as a contracted speaker, Dr. Lorenz was the Chief Nursing Executive for University of Pittsburgh Medical Center (UPMC)—a \$24 billion integrated delivery and finance system—with responsibility for establishing and leading the strategic vision for over 20,000 nurses. She was responsible for the executive oversight of a nursing practice operating in more than 40 academic, community, specialty and international hospitals. Dr. Lorenz successfully implemented an internal nursing agency within the UPMC health system. During her time as a Chief Nursing Executive, she simultaneously served as Associate Dean for Clinical Relations at the University of Pittsburgh's School of Nursing.

Becker's Hospital Reviews named Dr. Lorenz one of the top 60 "CNOs of Hospitals and Health Systems to Know" in 2017, 2020 and 2022. She is a Wharton Fellow for Nurse Executives and received the Cameos of Caring Lifetime Achievement Award for Western Pennsylvania.

Kevin Thilborger

Chief Managed Care Officer and Chief Revenue Strategy Officer, Unlock Health

Thilborger has led activities for health plan services, assisting clients in their transformation to value-based care. He has worked health systems of all sizes, including multistate academic medical centers, assessing and implementing fee-for-service, pay-for-performance and capitation contracts across the U.S. Thilborger has also advised and implemented changes in national, regional and local health plans in Medicare, Medicaid and commercial business. He has over 25 years of healthcare industry experience working for medical groups, insurance carriers and consulting firms on turn-around strategies, managed care

negotiations, direct-to-employer arrangements and overall operations improvements.

John Wilcox

Vice President, Information Technology, Morris Hospital & Healthcare Centers

With more than 30 years of information technology management experience, Wilcox has served as Morris Hospital & Healthcare Centers' Vice President of Information Technology since June 2017. Prior to 2017, he served in similar roles with The Menninger Clinic in Houston, United Medical Center in Washington, D.C., and Ozarks Healthcare in Missouri. Wilcox has additional senior IT executive experience within General Motors and Continental Airlines.

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