Date: June 05, 2026   Time: 12:00 PM

A 3-part webinar series designed by and for Small and Rural Hospital leaders
12-1 p.m. CT - April 10, May 8, and June 5, 2026

IHA Member HOSPITAL Registration	$195
IHA Member HEALTH SYSTEM Registration	$395
Non-Member HOSPITAL Registration	$395
Non-Member HEALTH SYSTEM Registration	$795

Fees are per webinar

Hospital Registration

Applies to a single hospital location. All internal units and departments at that location may participate under one registration.

Example: Hospital A selects Hospital Registration and provides access to its own departments only. Affiliates or other facilities may not use this registration.

Health System Registration

Applies to an entire health system, including corporate offices and all affiliated hospitals. All units and departments within the registered system may participate.

Example: Health System B selects Health System Registration and provides access to every affiliated hospital and its corporate teams.

Rapidly expanding artificial intelligence (AI) tools are becoming integral to healthcare, influencing everything from clinical documentation to revenue cycle management and administrative workflows. As vendor and payer systems incorporate more AI capabilities, small and rural hospital leaders have an opportunity to shape these tools to strengthen performance, reduce administrative burden, and support long-term goals. Doing so will require deliberate evaluation, alignment with organizational priorities and appropriate governance from the outset. Drawing on focus groups with hospital executives and early AI adopters, this three-part webinar series will walk you through what AI can do today, what's coming next and how to rightsize structures to support safe, sustainable implementation.

Webinar 3: Implementation, Measurement and Sustainability

Measure AI impact, scale what works and build an AI roadmap for your organization.

This final session assists in translating AI strategy into measurable results. You'll examine practical performance metrics aligned with organizational priorities, including operational efficiency, quality improvement, financial performance and user adoption. We'll review phased rollout strategies for scaling successful pilots while maintaining oversight and performance standards. Emerging challenges—including data quality, cybersecurity and ethical oversight such as human-in-the-loop models—will be addressed within an implementation context.

Building on these concepts, you'll apply structured planning tools to your own organizational environment, developing a practical 30-60-90-day action plan to guide implementation and sustainability.

At the conclusion of Webinar 3, participants will be able to:

- Establish meaningful metrics for AI success that align with organizational goals.

- Develop strategies for scaling successful AI pilots across their organizations.

- Address emerging challenges including data quality, cybersecurity, and ethical concerns.

- Create sustainable AI programs with continuous learning and adaptation mechanisms.

William "Marty" Martin, PsyD, MPH, MS, MA, CHES
Director and Associate Professor, Health Sector Management, DePaul University

William "Marty" Martin is a distinguished educator and professional at DePaul University, where he serves as Director of the Health Sector Management MBA Program and an Associate Professor in the program. He has developed innovative programs including a dual MBA/MS degree with Rush University, a healthcare concentration in the Master of Science in Predictive Analytics, and a Master of Science in Health Informatics.

Martin's scholarly work spans over 100 refereed articles in journals such as the Journal of Health Care Finance and International Journal of Computer Science & Technology. His work has been featured in major publications like The Wall Street Journal, Washington Post and USA Today. Martin has authored two books, The Inner World of Money: Taking Control of Your Financial Behavior and Taming Disruptive Behavior.

Before his current role at DePaul, Martin practiced clinical psychology in primary healthcare settings. He continues to practice behavioral sleep medicine as a licensed clinical psychologist. He has also served in key leadership positions at DePaul, The Johns Hopkins Hospital, and Tulane University Hospital and Clinic.

COMPdata Informatics

Insurance Solutions

IPC Group Purchasing

Midwest Alliance for Patient Safety

Illinois Health and Hospital Association