



VIRTUAL Annual Convention May 19-20, 2021

The Kentucky Hospital Association Annual Convention brings together health care leaders from across Kentucky. The two-day virtual conference is the association’s premier event for Kentucky hospital leaders and features sessions designed for leadership, policy, legal and clinical positions. Plan to attend with your leadership staff and trustees to hear from Alden Mills on how to create unstoppable teams and Paul Keckley to hear about post-COVID health care changes.

REGISTRATION

You must register online to attend the virtual convention.

Registration Link: www.kyha.com/events

REGISTRATION FEES:

- **Early Registration**\$299
(before April 19, 2021)
Early registrants will receive a KHA 92nd Annual Convention t-shirt free!
- **Regular Registration**\$349
(after April 20, 2021)
- **Student Registration** - contact **Tammy Wells** at: twells@kyha.com
- **Registration includes** all sessions and ACHE Face-to-Face Credits.

PAYMENT:

Payment can be made online with Visa or MasterCard. Offline payment can be made via check. If you have questions about payment or registration, contact **Tammy Wells** at: twells@kyha.com.

REFUND POLICY:

Requests for refunds must be received in writing before 4:00 p.m. (ET) on May 7, 2021. A \$50 service fee will be charged. No refunds are given after May 7, 2021.

For more information regarding the KHA Annual Convention, contact **Sharon Perkins** at: sperkins@kyha.com.

The KHA Annual Convention is held in conjunction with:




MAY 19-20, 2021 — SCHEDULE OF EVENTS

MAY 19, 2021

9:00 a.m. (ET)

CONCURRENT SESSIONS

ACHE Session - 1.5 Hours Face-to-face 
Leading Strategic Change
Jim Austin
 Adjunct Senior Lecturer
 Brown University, EMHL

Patient Share Care: Measuring Patient Brand Loyalty
Eric Andreoli
 Director
 Healthcare Strategy Group

DJ Sullivan
 Director
 Healthcare Strategy Group

10:30 a.m. (ET)

Executive Roundtable
Nancy Galvagni
 President
 Kentucky Hospital Association

Kathy Stumbo
 KHA Board Chair
 Community CEO
 ARH Our Lady of the Way Hospital

HFMA-Trane Presentation - TBD

11:30 a.m. (ET)

KHA Chair Installation
Kathy Stumbo
 KHA Board Chair

William Haugh
 Incoming KHA Board Chair
 CEO, Georgetown Community Hospital

KHA Awards Presentation
ACHE Awards Presentation

1:00 p.m. (ET)


Opening Keynote
Build Unstoppable Teams
Alden Mills

2:00 p.m. (ET) - Sponsor Visits

2:30 p.m. (ET)

CONCURRENT SESSIONS

A Steady Captain in a Stormy Sea
Aimee Greeter, MPH, FACHE
 Senior Vice President
 The Coker Group

ACHE Session - 1.5 Hours Face-to-face 
Transforming Behavioral Health Care: Integration and Collaboration are Key!
Howard J. Gershon, LFACHE
 Founding Principal
 New Heights Group

MAY 20, 2021

8:45 a.m. (ET)

Welcome/Announcements
William Haugh


9:00 a.m. (ET)

Morning Keynote
Health Care Strategy Post-Crisis: What the “Big Playbook” Should Look Like
Paul Keckley
 Managing Editor
 The Keckley Report

10:00 a.m. (ET) - Sponsor Visits

11:00 a.m. (ET)

CONCURRENT SESSIONS

ACHE Session - 1.5 Hours Face-to-face 
From Roots to Wings: 12 Variables for Sustaining Organizational Success
Tom Atchison, EdD
 President
 Atchison Consulting, LLC

How Hospitals Can Leverage ACO Participation to Deliver High Value Patient Care
Britney Ruegsegger
 Regional Vice President
 Caravan Health

Heather Geary
 Clinical Manager and Population Health Nurse
 Ohio County Hospital

MAY 20, 2021 - CONTINUED

12:30 p.m. (ET) - Break/Sponsor Visits

1:00 p.m. (ET)

CONCURRENT SESSIONS

ACHE Session - 1.5 Hours Face-to-face 
Aggressively Improve Margin and Market Growth: 2020 National Research for the C-Suite
Chip Caldwell, LFACHE

Chairman
Caldwell Butler

Price Transparency - What is Next?

Peter Ripper

CEO
PARA HealthCare Analytics, an HFRI Company


Randi A. Brantner, MBA-HA

Vice President of Analytics
PARA HealthCare Analytics, an HFRI Company

2:30 p.m. (ET) - Break/Sponsor Visits

2:45 p.m. (ET)

CONCURRENT

ACHE Session - 1.5 Hours Face-to-face 
Compelling Communication: Creating Engagement, Understanding and Results
Lynne Cunningham, FACHE

Coach
Studer Group

Innovations in 340B Pharmacy

John Bretz

Director of Strategic Relations
SUNRx

4:15 p.m. (ET) - Adjourn

CONTINUING EDUCATION

There will be 7.5 hours face-to-face continuing education provided through ACHE Accreditation.

The American College of Healthcare Executives is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), the American Nurses Credentialing Center (ANCC) and the American Academy of PAs (AAPA) to provide continuing education for the healthcare team.

LEGAL SESSIONS

KENTUCKY ASSOCIATION OF HOSPITAL ATTORNEYS

MAY 20, 2021

8:30 a.m. - 9:30 a.m. (ET)

KYLAP Involvement & Reporting Requirements to OBC

Yvette Hourigan & Guest Speaker

Kentucky Lawyer Assistance Program (KYLAP)

9:30 a.m. - 10:30 a.m. (ET)

Case Law Update

Kristen Fowler & Clay Stevens

Napier Gault Schupbach & Stevens

10:30 a.m. - 10:45 a.m. (ET) - Break

10:45 a.m. - 11:15 a.m. (ET)

Legislative Update

James Musser

Vice President of Policy and Government Relations
Kentucky Hospital Association

11:15 a.m. - 11:30 a.m. (ET)

KAHA Annual Business Meeting

11:30 a.m. - 12:15 p.m. (ET)

Value-Based Arrangements and More: Recent Changes to the Stark Law and Anti-Kickback Statute Regulations

Dan Soldato & Carole Christian

Wyatt Tarrant & Combs

12:15 p.m. - 1:00 p.m. (ET)

Take 2 Aspirin and Call me in the Morning: Maintaining Compliance with New Telehealth Regulations

Lindsay Scott

Partner
Wyatt Tarrant & Combs

Ramona Hieneman

Vice President of Compliance and Privacy
Owensboro Health

SPECIAL NEEDS: KHA wishes to take all steps necessary to ensure that no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any such assistance or services, please contact Sharon Perkins at sperkins@kyha.com by April 16, 2021.

KENTUCKY HOSPITAL ASSOCIATION 2021 Annual Conference Sponsors

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For information about sponsorships or sponsor registration, contact:

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