

The 2021 Annual Conference

Thursday, November 18 - One Day Only
I-Hotel & Conference Center, Champaign, IL

ICAHN has an exceptional line-up of nationally known speakers, great break-out sessions, the largest number of hospital award winners to date, more than 40 exhibitors, and a caricature artist waiting to sketch your persona from the 70s, so don't miss the **live and in-person** event!

5.0 ACHE credit will be awarded for participation in conference sessions based on the sessions you attend. **Visit www.icahn.org, and get registered today!**

Check out the jam-packed day's agenda:

7:30am Breakfast and Exhibit Visits (Heritage Hall)

8:30am Welcome by Pat Schou, Executive Director, and Alisa Coleman, ICAHN Board President (Chancellor)

8:35am *"Staying Energized in a Draining World,"* presented by Bruce Christopher, psychologist and humorist (Chancellor)

Laugh 'til you cry. Learn 'til you change. These are the only rules that apply at a Bruce Christopher presentation. Bruce inspires audiences internationally by giving them real, immediate solutions for change without fluff and hype. So when you are faced with morale problems, communication conflicts, customer service issues, managing change, or the need for teamwork...this psychologist is in!



9:35am *"How to Lead Like a Futurist: Why Now is the Perfect Time to Create the Rural Healthcare Ecosystems of Tomorrow,"* presented by Dr. Connie Reimers-Hild, PhD, CPC (Chancellor)

The COVID-19 pandemic is a monumental wildcard that continues to fundamentally shift the ways in which people think, live, work, learn, and access healthcare. Challenges caused by COVID have also created opportunities to innovate. This presentation will explore the future while creating a case that now is the perfect time to create the healthcare ecosystems of tomorrow.



10:30am Break and Exhibit Visits (Heritage Hall)

11:15am **Break-Out Sessions:**

- *"Yes,,,And! Using Creative Communication as a Leader,"* presented by Jenette Jurczyk, trainer and storytelling coach, Key Light Consulting (Chancellor)
- *"Healthcare Margin Improvement,"* presented by Randy Notes, Partner, and Jim Sink, Principal, both of RSM US LLP, and Dan Ordyna, CEO, Star Valley Health (Alma Mater)

Continued on next page



Stayin' Alive: Surviving, Thriving, and Moving On...

11:15am Break-Out Sessions *continued*:

- “*Getting Scrappy with Healthcare Marketing: Tips and Tricks from the Trenches*,” presented by Nick Westergaard, Chief Strategist, Brand Driven Digital (Quad)
- “*ICAHN Rural Health Fellowship: Creating a Project*,” presented by Kathy Fauble, ICAHN Professional Education Services Director (Technology)
- “*Patient Experience in a Brave New World*,” presented by Kristy Gay, Patient Experience Officer for Baptist Memorial Health Care Corporation (Lincoln)
- “*Medicare Cost Report Basics and Special Designations*,” presented by Clinton Brill, CPA, Senior Manager, Blue & Co., LLC (Loyalty)

12:00pm Lunch and Exhibit Visits

1:15pm Announcement of ‘4 Under 40’, IMPACT, and service awards (Chancellor)

1:30pm “*Building Your Healthcare Brand Now*,” presented by Nick Westergaard, Chief Strategist, Brand Driven Digital (Chancellor)

With the rise of digital media, you'd think it'd be easier than ever to be heard. Yet, most messages—especially marketing messages—fail to cut through the clutter in our crowded, distracted world. To stand out today, especially in these turbulent times, you have to start with your brand. But the rules of brand building have changed. During this insightful and engaging keynote, you'll learn about the seven Brand Now dynamics — meaning, structure, story, content, community, clarity, and experience — and how you can use them to build a standout brand.



2:15pm **Lightning Sessions**

- “*Utilization of Technology in Modern Rural Healthcare*,” presented by Shelli Ann McKenzie, Director of Enablement and EHR Solutions Engineering, Azalea Health (Chancellor)
- “*Strategic Planning Post-COVID*,” presented by Jared Heim, CPA, Partner, Eide Bailly, LLP (Chancellor)

2:45pm “*The Rural Health Landscape*,” presented by Alan Morgan, CEO, National Rural Health Association (Chancellor)

Recognized as among the top 100 most influential people in healthcare by Modern Healthcare Magazine, Alan Morgan has more than 30 years experience in health policy at the state and federal level and is one of the nation's leading experts on rural health policy.



3:30pm “*The Power of Perception*,” presented by Bruce Christopher (Chancellor)

4:00pm Final Prize Drawings and Closing

Visit www.icahn.org to register...Hope to see you there!



Stayin' Alive: Surviving, Thriving, and Moving On...