



2024 ICAHN Annual Conference

Charting a New Path: Building the Future

November 13, 2024

5:30-7:00 PM | Atrium (Outside of Heritage Hall)

Casual Meet and Greet Kick Off Reception

Kick off the conference with an evening of networking and fun!

You will have the opportunity to network with new and old friends and meet ICAHN's new Executive Director, Tracy Warner!

Complimentary food and beverages will be served.

November 14, 2024

7:00-8:30 AM | Heritage Hall

Registration, Exhibit Hall & Complimentary Breakfast

8:30-8:35 AM | Chancellor Ballroom

Welcome

Karissa Turner, ICAHN Board President, CEO of Wabash General Hospital

8:35-8:45 AM | Chancellor Ballroom

Welcome & 4-Under-40 Award

Tracy Warner, ICAHN Executive Director

8:45-9:45 AM | Chancellor Ballroom



Opening Keynote Speaker

Flipping the Script: CAH's Inspiring and Leading Transformation of Healthcare

Toby Freier, President of New Ulm Medical Center-Allina Health

9:45-10:00 AM | Chancellor Ballroom

Community and IMPACT Awards

Tracy Warner, ICAHN Executive Director

10:00-10:45 AM | Heritage Hall

Break & Exhibit Hall

10:50-11:45 AM | Various Locations

Breakout Sessions



Marketing

Rural Healthcare Marketing:
Short-Term Wins to
Build Long-Term Gains

Lindsey Brown

Director of Activation
Hedy & Hopp

Room: Lincoln



Rural Health Fellows

Rural Health Leadership:
A Great Privilege and
Responsibility

Toby Freier

President
*New Ulm Center
Allina Health*

Room: Technology



Board Governance

Navigating the Future: Board
Leadership in Charting a New
Path for Rural Hospitals

Tracy Warner

Executive Director
ICAHN

Kathy Hull

CHNA & New
Services Coordinator
ICAHN

Room: Honors



Cyber Insurance

Coverage Strategies for a
Secure Future

Sonyia Townsend

Wholesale Broker & MGA
Arlington/Roe

Room: Quad



Professional Shortages

The Good, the Bad, and the Ugly:
Facts about Health Professional
Shortage Areas and Programs
Available to Address Them

Kandice Kent

Health Professional
Resource Manager
Center for Rural Health

Carla Cox

Primary Care Manager/Analyst
Center for Rural Health

Room: Knowledge



2024 ICAHN Annual Conference

Charting a New Path: Building the Future

November 14, 2024 (cont.)

11:45 AM-12:45 PM | Heritage Hall

Lunch & Exhibit Hall (Vendor Prizes Announced)

12:45-1:35 PM | Various Locations

Breakout Sessions



Philanthropy

Building Strong Donor Relationships in Rural Communities

Randi Bohannon

Executive Director
Horizon Health Foundation

Room: Lincoln



Artificial Intelligence

CAHs and Artificial Intelligence- Marketing, Medicine, and Everything in Between

James Reh

Director of the Health Care Engineering Systems Center
UIUC

Lindsey Brown

Director of Activation
Hedy & Hopp

Room: Technology



Board Governance

Continuing the Journey: Board Member Q&A on Navigating the Future

Tracy Warner

Executive Director
ICAHN

Kathy Hull

CHNA & New Services Coordinator
ICAHN

Room: Honors



Workplace Culture

The Values-Driven Organizational Model: Building a Thriving Culture

Caleb Sutton

VP of Administrative Services and Organizational Development
Integritas Providers

Tonya Odum

Human Resources Manager
Integritas Providers

Room: Quad



Integrative Medicine

Building an Integrative Medicine Program at a Rural Critical Access Hospital

Ada Bair

Chief Executive Officer

Yoon Hang Kim

Chief Wellness Officer/
Integrative Medicine Physician

Raigan Brown

Chief Nursing Officer

Memorial Hospital, Carthage

Room: Knowledge

1:45-2:00 PM | Chancellor Ballroom

Pat Schou Leadership of Legacy Award

Tracy Warner, ICAHN Executive Director

2:00-2:45 PM | Chancellor Ballroom



Afternoon Speaker

Rural Health Policy Update: A National Lens

Carrie Cochran-McClain, Chief Policy Officer at the National Rural Health Association (NRHA)

2:50-3:50 PM | Chancellor Ballroom



Closing Speaker

Moving from "Meh" to Motivated – Turning Today's Promises into Tomorrow's Progress

Clay Linkous, International Executive Coach, Speaker, and Consultant, Huron Consulting Group

4:00 PM | Chancellor Ballroom

Closing, Prizes & Announcements

Tracy Warner, ICAHN Executive Director



10:50-11:45 AM | Breakout Sessions

Marketing | Room: Lincoln

Rural Healthcare Marketing: Short-Term Wins to Build Long-Term Gains

Lindsey Brown, Director of Activation, Hedy & Hopp

Healthcare marketers in rural hospitals wear many hats and as a result are often asked to do more with fewer resources and less time. How can you keep up, let alone get ahead? This session will discuss a variety of actionable solutions that rural healthcare marketers can implement across creative, UX, media, reporting, and more, to ensure you're meeting the needs of your patients--and your C-Suite.

Rural Health Fellows | Room: Technology

Rural Health Leadership: A Great Privilege and Responsibility

Toby Freier, President, New Ulm Medical Center-Allina Health

Current and former Rural Health Fellows are invited to this session that will focus on how a leader's mindset and engagement can unlock unrealized potential for your rural hospital team. You will gain strategies, tools, and tactics for driving industry-leading operations, enhancing financial performance, and improving overall organizational health.

Board Governance | Room: Honors

Navigating the Future: Board Leadership in Charting a New Path for Rural Hospitals

Tracy Warner, CRHCEO, Executive Director, ICAHN

Kathy Hull, MHA, CHNA & New Services Coordinator, Former CEO of Illini Community Hospital

This session will explore the pivotal role of hospital boards in steering the strategic direction of rural healthcare organizations amidst an evolving landscape. Board members will gain insights on how to effectively navigate their fiduciary roles to build a resilient and thriving hospital system. We will discuss key responsibilities such as recruiting the right talent, board orientation as a process, quality and financial oversight, board development, the board as a boss, and critical board documents.

Cyber Insurance | Room: Quad

Cyber Insurance for Healthcare: Coverage Strategies for a Secure Future

Sonyia Townsend, Cyber Insurance Wholesale Broker & Managing General Agent, Arlington/Roe

This session explores the critical role of cyber insurance in safeguarding healthcare organizations against the escalating risks of cyber threats. Presenter Sonyia Townsend will highlight essential coverage components tailored to the unique needs of the healthcare sector, ensuring protection against data breaches, ransomware, and regulatory fines.

Attendees will gain insights into how strategic cyber insurance policies can provide a robust safety net, enabling healthcare providers to maintain patient trust and operational resilience in the face of digital challenges.

Professional Shortages | Room: Knowledge

The Good, the Bad, and the Ugly: Facts about Health Professional Shortage Areas and Programs Available to Address Them

Kandice Kent, Health Professional Resource Manager, Center for Rural Health

Carla Cox, Primary Care Manager/Analyst, Center for Rural Health

Illinois Department of Public Health team members will share an overview of Health Professional Shortage Area and Medically Underserved Area/Population designations including how they are scored and which programs utilize these designations. The presentation will cover information critical access hospitals can use regarding loan repayment programs from the National Health Service Corps and programs offered through the State of Illinois for health care providers working in Health Professional Shortage Areas and Medically Underserved Areas including the requirements and benefits of each program. Discussion will also include a brief overview of the J1 Visa Waiver Program for foreign physicians seeking to practice in the state of Illinois.



12:45-1:35 PM | Breakout Sessions

Philanthropy | Room: Lincoln

Building Strong Donor Relationships in Rural Communities

Randi Bohannon, MPA, Executive Director, Horizon Health Foundation

In this session, we will discuss strategies for fostering meaningful connections with donors in rural areas, where relationships are often deeply rooted and trust is critical. By prioritizing collaboration over competition, we can create a supportive network among healthcare organizations, nonprofits, and community stakeholders that enhances fundraising efforts. Learn how building strong donor relationships can lead to more impactful fundraising outcomes and improved community health.

Artificial Intelligence | Room: Technology

CAHs and Artificial Intelligence-Marketing, Medicine, and Everything in Between

James Rehg, Ph.D., Director of the Health Care Engineering Systems Center, UIUC

Lindsey Brown, Director of Activation, Hedy & Hopp

This panel discussion, featuring a Q&A session, will explore the use of artificial intelligence in marketing, medicine, and beyond. You'll leave with actionable ideas to kickstart your AI journey.

Clinical Perspective: AI technologies are rapidly transforming healthcare delivery and promise to reduce the cost of care and potentially improve outcomes. For rural populations, AI can potentially reduce access barriers by improving remote monitoring and readmission risk prediction. However, challenges in learning robust and reliable AI models remain as significant obstacles.

Marketing Perspective: With the acceleration of generative AI tools for creating everything from websites and graphics to writing articles and points of view, it's important that we explore these platforms with responsible curiosity.

Board Governance | Room: Honors

Continuing the Journey: Board Member Q&A on Navigating the Future

Tracy Warner, CRHCEO, Executive Director, ICAHN

Kathy Hull, MHA, CHNA & New Services Coordinator, Former CEO of Illini Community Hospital

This interactive session provides an opportunity for board members to ask questions and delve deeper into the strategic topics discussed earlier. Panelists will address key issues, share practical insights, and provide guidance on governance, leadership, and the evolving role of hospital boards in shaping the future of rural healthcare. Participants will gain valuable perspectives to enhance their effectiveness in navigating challenges and opportunities ahead.

Workplace Culture | Room: Quad

The Values-Driven Organizational Model: Building a Thriving Culture

Caleb Sutton, MBA, Vice President of Administrative Services and Organizational Development, Integritas Providers

Tonya Odum, MSED, Human Resources Manager, Integritas Providers

A healthy, productive, and joyful work culture leads to excellent service. By embracing a Values-Driven Organizational Model and crafting impactful values, vision, and mission statements, hospital Leaders can cultivate a positive workplace culture that boosts morale and retention. This can be accomplished through establishing a 1-1 coaching and personal and professional development program that benefits every member of your team.

Integrative Medicine | Room: Knowledge

Building an Integrative Medicine Program at a Rural Critical Access Hospital

Ada Bair, MHA, CEO, Memorial Hospital - Carthage

Yoon Hang "John" Kim, MD, Chief Wellness Officer/Integrative Medicine Physician, Memorial Hospital - Carthage

Raigan Brown, MHA, RN, Chief Nursing Officer, Memorial Hospital - Carthage

In this session, Memorial Hospital Carthage shares their story of designing and implementing a sustainable integrative medicine program that is providing highly engaged and optimal outcome services in a rural health clinic (RHC) setting. Presenters will discuss best practices in building a program with integrative medicine, functional medicine, and lifestyle medicine where most insurances are accepted and acupuncture where most services are cash.