



2024 ANNUAL SPRING CONFERENCE

Endurance to Excellence:

**NAVIGATING THE CHALLENGES
OF MEDICAL PRACTICE**

APRIL 30TH-MAY 2ND

EMBASSY SUITES BY HILTON LINCOLN

CONFERENCE PROGRAM

MEET YOUR KEYNOTE SPEAKERS!



Laurie K. Baedke, MHA, FACHE, FACMPE

LIFeworks Healthcare Group, Inc.

Leadership Keynote Speaker

Opening Keynote: *"The Emerging Healthcare Leader"*

Closing Keynote: *"The EQ Edge: Bolstering Your Emotional Intelligence for More Effective Leadership"*

ABOUT LAURIE: Laurie K. Baedke, MHA, FACHE, FACMPE, is a faculty member, Director of Healthcare Leadership Programs, and Assistant Dean of Physician Leadership Education at Creighton University. Ms. Baedke is a well-regarded speaker at international healthcare and continuing medical education conferences, and the host of a weekly leadership podcast, The Growth Edge.

She holds a master's degree in healthcare administration and is a board-certified fellow of both the American College of Healthcare Executives and the American College of Medical Practice Executives. She has written two editions of a book, *The Emerging Healthcare Leader: A Field Guide*. In 2017, Ms. Baedke contributed a chapter titled "The Clinician Entrepreneur" to a book published by Oxford Press titled *The Handbook of Private Practice*. Her most recent book, *Mentor Coach Lead to Peak Professional Performance* was released in February, 2023.

Laurie lives just outside of Omaha, Nebraska with her husband and two children.

CONFERENCE PROGRAM

Tuesday, April 30th

2:00pm-5:00pm **Registration Open / Exhibitor Set Up**

All checked in? You should have received 2 drink tickets from the front desk to use at the Embassy Bar and Grille from 5:30pm-7:00pm. The HLA Nebraska Board will be gathering for a happy hour, please feel free to join us prior to your dinner plans!

Wednesday, May 1st

7:00am-4:00pm **Registration / Exhibit Hall Open**

7:00am-8:00am **Breakfast**

8:00am-8:05am **Opening Remarks**

8:05am-9:05am **Opening Keynote**

The Emerging Healthcare Leader

Laurie Baedke, MHA , FACHE, FACMPE, *LIFEworks Healthcare Group, Inc.*

9:10am-10:10am **General Session**

Hot Topics in Health Law for the Nebraska Medical Practice

Joseph Huigens & Richard Vroman, *Koley Jessen P.C., L.L.O.*

10:10am-10:30am **Break**

10:30am-11:30am **General Session**

How Do We Teach Ethics to an Artificial Intelligence?

Michael S. Victoroff, MD, *COPIC*

11:35am-12:35pm **General Session**

Increase Revenue, Improve Patient Care, Reduce Malpractice Risk and Remedy Staffing Issues

Jonathon Graham & Adam Lowe, *Veradigm*

12:35pm-1:35pm **Lunch & Business Meeting**

1:35pm-2:35pm **General Session**

Identifying Revenue Opportunities Using Three Common Practice Management Reports

Bryon Williams, *Eide Bailly*

2:40pm-3:40pm **General Session**

Navigating Medical Practice Transitions

Mark Otte & Katie Blycker, *Lutz*

CONFERENCE PROGRAM

- 3:40pm-4:00pm **Break**
- 4:00pm-5:00pm **Keynote Session**
The EQ Edge: Bolstering Your Emotional Intelligence for More Effective Leadership
Laurie Baedke, MHA , FACHE, FACMPE, *LIFeworks Healthcare Group, Inc.*
- 5:00pm-7:00pm **Evening Networking Event**

Evening Networking Event

Let's end the day together with our Evening Networking Event! Join us for a networking event mingling your peers and getting to know our fantastic exhibitors while enjoying some delicious cocktails and dinner.

Thursday, May 2nd

- 7:30am-1:00pm **Attendee Registration / Exhibit Hall Open**
- 7:30am-8:30am **Breakfast**
- 8:30am-9:30am **General Session**
Capturing Texting/Email/Electronic Communication Consent
Aaron Newell, *ARSolutions*
- 9:35am-10:35am **General Session**
Navigating the New Era of Healthcare Marketing: Strategies for Success
Kelly Horn, *Nebraska Cancer Specialists*
- 10:35am-10:50am **Break & Vendor Raffles in Exhibit Hall**
- 10:50am-11:50am **General Session**
Leading Through Change
Steph Ledbetter, MA, *Zelle*
- 11:50am-12:00pm **Grand Prize Giveaway & Closing Remarks**
- 11:00am-1:00pm **Exhibitor Break Down**

**Program subject to change*