



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!

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**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

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## 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

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- 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 - Casino Night

Let's end the day together at our Evening Networking Event! Join us in the Exhibit Hall for Casino Night, mingling with your peers and getting to know our fantastic exhibitors while enjoying some delicious cocktails and appetizers.

## 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*