

2021

Iowa Hospital Association WEBINAR



Post-pandemic Priorities for Rural Health System

10-11 a.m. Tuesday, Dec. 14

PROGRAM OVERVIEW

For the past 18 months, while rural health systems have been battling COVID-19, the health care industry has continued to evolve at an accelerating pace. Traditional health care providers must adapt to the new market realities or face increasing threats from new forms of competition. This session will highlight these threats and provide a clear plan to leverage market position while minimizing external threats.

LEARNING OBJECTIVES

- Discuss creating a strategic plan to address market changes.
- Identify new competitive forces and their impact on traditional health care providers.
- Outline specific post-pandemic plans for performance improvement.

INTENDED AUDIENCE

- Board of trustees.
- Rural health care senior leaders.

SPEAKER



Eric Shell is a chairperson with Stroudwater Associates, an industry leader in supporting rural health care in its transition to population health. He frequently speaks at rural conferences nationwide, presenting on the future of rural health care, critical access hospital financial and reimbursement topics, and rural hospital performance improvement. Shell has helped develop a national program for rural hospital performance improvement and performance measurement. He was on the National Rural Health Association's rural health congress and governmental affairs committee and the Federal Office of Rural Health Policy's rural hospital issues group.

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REGISTRATION AND FEES

IHA member rate – \$0

Associate member rate – \$175

IHA nonmember rate – \$200

RECORDINGS POLICY

Recordings will be provided only to those who have registered for the program.

REGISTRATION POLICY

- Each organization that registers must provide an email address.
- The email address listed will be sent login information and handouts at least 24 hours before the webinar.

ADA POLICY

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