

**NDHA's 91st Annual Convention & Trade Show**  
**October 21-23, 2025**  
**DoubleTree by Hilton, West Fargo, ND**



## **REGISTRATION FEES**

You're invited to join us at the DoubleTree by Hilton in West Fargo, ND for NDHA's 91st Annual Convention and Trade Show!

\*If you are a member of HFMA and want to attend only the three HFMA specific sessions, the registration fee is \$135 per person.

\*If you are a member of ND SHRM and want to attend only the three risk management specific sessions, the registration fee is \$135 per person. This fee includes your annual membership fee of \$25 to ND SHRM.

[REGISTER.](#)

[Speaker Bios](#)

Registration Type	NDHA Member	Non-Member
1st registrant	\$ 400.00	\$ 675.00
2nd+ registrants	\$ 350.00	\$ 625.00
Tuesday Only	\$ 200.00	\$ 400.00
Wednesday Only	\$ 200.00	\$ 400.00
Thursday Only	\$ 100.00	\$ 150.00
ND SHRM Only	\$ 135.00*	
ND HFMA Only	\$ 135.00*	

## **TUESDAY, October 21, 2025**

**7:00 a.m. – 5:00 p.m.**      **Registration Open**

**7:00 – 8:00 a.m.**      **Breakfast**  
[Location:](#) Fern Room

**8:15 – 9:15 a.m.**      **Concurrent Sessions**

### **Understanding and Managing the 340B Program: Eligibility, Compliance, and Current Events**

*Presented by:* Jessica Guggisberg, BSN, RN, Eide Bailly, LLP

[Location:](#) Elm Rooms

**Content:** This session provides attendees with a practical overview of the 340B Drug Pricing Program, including eligibility requirements, compliance risks, and recent legal and policy developments. Attendees will gain actionable insights to strengthen program oversight and align 340B strategy with organizational goals. **Suggested Audience:** HFMA members, finance.



### **Professional Health Programs: A Vital Tool for Provider Wellness in Healthcare**

*Presented by:* Maggie Seamands, Executive Director, NDPHP

[Location:](#) Dogwood Rooms

**Content:** Professional Health Programs (PHPs) are essential for addressing the high prevalence of unwellness among healthcare providers, including burnout, depression, substance use disorders, and anxiety. PHPs offer confidential support and comprehensive care coordination for providers dealing with substance use and mental health issues, significantly improving recovery rates and reducing professional liability risks. To effectively integrate PHPs into hospital systems, it is crucial to align them with existing wellness initiatives, collaborate with professional health programs, and establish a robust support infrastructure to ensure confidentiality and compliance with care recommendations. **Suggested Audience:** Risk Managers, Human Resources.



### **The Need of the Hour is to Retain Nurses**

*Presented by:* Dr. Daniel Kelly, Retired Hospital CEO

[Location:](#) Cyprus Room 4

**Content:** This evidence-based presentation will examine turnover within the State of North Dakota. Those factors impacting nurse turnover will be presented. The findings from the recently completed extensive survey of North Dakota nurses will be discussed. Those activities which facilities can undertake to reduce staff turnover by 50% will be examined. **Suggested Audience:** Nurse Executives, Nurse Managers, Human Resources.



9:30 – 10:30 a.m.

## Concurrent Sessions

### How to Maximize Your Payer Partnerships

*Presented by:* Tabitha Iverson, Provider Engagement Manager, and Teresa Moe, Director of Provider Network Performance, BCSND



**Location:** Elm Rooms

**Content:** This presentation will help you maximize payer partnerships, focus on building strong, transparent relationships through clear communication, leverage technology for efficiency, and align on shared goals like improving patient outcomes and reducing costs. This involves understanding each other's requirements, collaboratively managing claims and denials, and proactively seeking opportunities for joint initiatives. **Suggested Audience:** HFMA members, finance.

### Is It Just “Culture” or a “Just Culture?”

*Presented by:* Dr. Susan Sgambati, Sr. Physician Risk Manager, COPIC



**Location:** Dogwood Rooms

**Content:** An exploration of the concept of “Just Culture,” which focuses on accountability and open communication. The discussion reviews the guidelines for addressing provider behavior that is fair to the individual while maintaining accountability and improving patient care. **Suggested Audience:** Risk managers, human resource professionals, all disciplines.

### R+A+A: The Secret Formula for Responsibility, Authority, and Accountability Issues

*Presented by:* Donna Wright, Consultant, Creative Health Care Management

**Location:** Ash Room 2

**Content:** Work sharing, delegation, and role clarity are not easy. The RAA Formula is an amazing tool that assists all people to do a better job of communicating what needs to be done every day. This session will be a humor journey into the world of better professional communication. You will take home one of the best formulas in communications ever created. **Suggested Audience:** All disciplines.

10:45 – 11:45 a.m.

## Concurrent Sessions

### CMS Price Transparency Update

*Presented by:* Bryan Wendorff, Senior Director – Strategic Reimbursement, Sanford Health



**Location:** Elm Rooms

**Content:** This course provides a comprehensive overview of the history and current compliance requirements set forth by the Centers for Medicare & Medicaid Services (CMS). Participants will learn how to effectively respond to CMS warning or violation letters, including understanding necessary documentation and corrective actions. Additionally, the course will explore how to leverage publicly available data to benchmark and compare pricing against other healthcare providers, helping organizations stay competitive and transparent. **Suggested Audience:** HFMA members, finance.

### Risk Manager Roundtable

*Presented by:* Melissa Hauer, VP and General Counsel, NDHA



**Location:** Dogwood Rooms

**Content:** This session will review recent court decisions that impact healthcare risk management, discuss the development of effective risk management strategies, and look at how recent legislation and regulations may impact healthcare risk management. **Suggested Audience:** Risk Managers, others interested.

### Dealing with Difficult People

*Presented by:* Emily Holth, Owner, Sustainable Solution Services



**Location:** Cyprus Room 4

**Content:** This presentation will discuss some of the reasons why people can be difficult and explore strategies for successful communication with people, regardless of how difficult. **Suggested Audience:** Human resource professionals, all disciplines.

### NDONL/Nurse Networking

*Moderated by:* Trisha Jungels, CNO, Jamestown Regional Medical Center

**Location:** Ash Room 2

**Content:** Attend this networking session to reconnect with peers and establish rapport with those new to the profession while discussing hot topics affecting you, your hospital, or health care in general.

**11:45 a.m. – 12:45 p.m.**

### **Awards Luncheon | General Lunch**

**Location:** Fern Room

You're invited to join us for a special Awards Luncheon honoring outstanding state legislators for their leadership and commitment to healthcare this past legislative session. This event offers a unique opportunity to recognize the impactful work of elected officials who are making a difference in their communities and for hospitals. Enjoy a seated lunch, network with fellow attendees, and help us celebrate the achievements of these lawmakers. We look forward to seeing you there!

**1:00 – 2:00 p.m.**

### **Opening Keynote: It's All in the Delivery: Enhancing the Patient Experience Through Better Communication**

*Presented by:* Dr. Anthony Orsini, Founder, The Orsini Way

**Location:** Cyprus Rooms

**Content:** Medicine is about human connection. When patients and providers connect on a personal level, healthcare is at its very best. This results in better outcomes and greater experiences for patients, families, and healthcare professionals. In this presentation, Dr. Orsini discusses the relationship between key predictors of a positive patient experience and effective communication. **Suggested Audience:** All disciplines.

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**2:15 – 3:15 p.m.**

### **Concurrent Sessions**

#### **NDHA Business & Membership Meeting**

**Location:** Cyprus Rooms

**NDHA member CEO or CEO Designee only.**

Orders of business, approval of minutes, budget review, and reports from board chair and president, the North Dakota Hospital Foundation, and HSI Solutions.



#### **Stress Management: Are You a Burnout?**

*Presented by:* Kit Welchlin, CSP, Welchlin Keynote Presentations

**Location:** Dogwood Rooms

**Content:** Have you ever said that you feel burned out, well, maybe you are. When physical fatigue and psychological fatigue team up, they can create burnout. Burnout isn't something you recover from with some time off over the holidays or long weekends through the summer. If you truly become burned out, it may take years to recover. Attend this session to find out how to respond effectively to unavoidable stress and identify proven physical and psychological strategies to minimize and reduce stress. **Suggested Audience:** All disciplines.

**3:30 – 4:30 p.m.**

#### **Journey to Value-Based Care**

*Presented by:* Mary D. Strasser, Sr. VP of Population Health, and Jessica Martensen, VP of Population Care Management, Essentia Health

**Location:** Cyprus Room 3

**Content:** This conference session will delve into the challenges and opportunities involved in moving from a volume-based to a value-based healthcare model. It will focus on essential strategies for implementing value-based care, with a particular emphasis on improving delivery in rural communities. **Suggested Audience:** All disciplines.

**4:30 – 7:30 p.m.**

#### **ND Healthcare Executives Forum (NDHEF) Social Hour**

**Location:** Ballrooms A & B

NDHEF will be hosting a Networking Reception and Cornhole Tournament at 4:30 pm, immediately following the NDHA Conference. Join us for an engaging opportunity to strengthen your professional network with light refreshments and a friendly competition of Cornhole!

## **WEDNESDAY, October 22, 2025**

**7:00 a.m. – 5:00 p.m.**            **Registration Open**

**7:00 – 8:00 a.m.**                **Breakfast**  
**Location:** Fern Room

**8:00 – 9:30 a.m.**

### **The Future of Work: AI, Teamwork, and Leadership**

*Presented by:* Barry Moline, President, BJM Solutions

**Location:** Dogwood Rooms

Content: Business is changing at breakneck speed, and it's difficult to understand the forces and choose how to respond. The workforce has shifted – it's shrinking – and there is greater competition for talent. Younger generations are demanding more from their employers or moving on. Some leaders want to cover their eyes and ears and ignore reality. But successful leaders know: This is the time for action! The solutions require us to stretch our minds, learn, and implement new techniques, and engage our employees. We must create a strong workplace purpose that gives meaning to our employees. Our culture must be positive and inclusive. We need strong engagement, creating high-impact teams. And we must be sensitive to stress and mental health and their impact on our employees and the workplace. Finally, we discuss the actions individuals must take to be top tier leaders. We emphasize the importance of responsibility, why communicating your message is key, and how to create positivity in your life and at work. Finally, we delve into influence and persuasion, and how leaders can use these tools to succeed. **Suggested Audience:** All disciplines.

**9:45 – 10:45 a.m.**

### **Throughput Breakthrough: Improving Access, Operations, and Margin**

*Presented by:* Cory Geffre, EVP of Hospital Operations/CNO, Altru Health

**Location:** Dogwood Rooms

Content: For multiple months/years, Altru had been experiencing long ED boarding times resulting in the denial of many incoming transfer requests from smaller hospitals in the region. Due to the nature of our region, this meant patients would be sent hundreds of miles away from their hometowns to receive care. Believing that care is best delivered close to home, the Altru Hospital Operations team (led by the CNO and two Directors) set out to reduce transfer denials, improve throughput, stabilize staffing, maximize the number of open beds, while also making sure that the organization could remain profitable. Results: Transfer denials reduced, staffed and open beds increased, and inpatient revenues grew by over 12%. During this same period, the organization's operating margin improved from 0.8% to 4.5%. **Suggested Audience:** All disciplines.

**10:45 a.m. – 1:00 p.m.**

### **TRADE SHOW & LUNCH**

**Location:** Ballrooms A-B-C

Plan to attend the trade show – a high-energy hub of innovation, networking, and cutting-edge advancements in medical technology! Join industry leaders, healthcare professionals, and tech innovators to explore the latest in patient care, medical devices, and digital health solutions. Representatives from top-tier healthcare companies engage in dynamic discussions, sharing insights on how their products can revolutionize treatment, enhance efficiency, and improve patient outcomes.

**1:15 – 2:15 p.m.**

### **Persuade with Purpose: The Secrets that Bring People to Your Side**

*Presented by:* Barry Moline, President, BJM Solutions

**Location:** Dogwood Rooms

Content: When we sell, present, negotiate, and communicate ethically and authentically, great things happen. People listen to us closely, trust us more, and buy into our ideas. We develop strong, profitable relationships, our careers take off, and our communication skills transcend. In this session, we identify and explain the seven universal principles of persuasion that move others toward "yes." As a Cialdini Institute Licensed Trainer, Barry will share the most current approaches for bringing people to your side and staying open to the opportunities you present. The practices are all ethical, thoroughly tested by research, and have outstanding before-and-after results. You will walk away with tangible, actionable strategies to meaningfully influence, persuade, and succeed. **Suggested Audience:** All disciplines.

**2:30 – 3:30 p.m.**

**Cultivating Hope: Transforming Behavioral Health Using the Power of Partnership**

*Presented by:* Lindsae Timm, Director of Behavioral Health Services, CHI – St. Alexius

**Location:** Dogwood Rooms

**Content:** This presentation will explore how strategic partnerships are revolutionizing behavioral health by breaking down silos, improving access to care, and fostering a sense of hope for individuals and communities. **Suggested Audience:** All disciplines.

**3:45 – 4:45 p.m.**

**Achieving a Culture of Zero Violence: Leadership Strategies to Improve Healthcare Safety and Security Programs**

*Presented by:* Brian Uridge, Michigan Medicine Security Director, University of Michigan Health System

**Location:** Dogwood Rooms

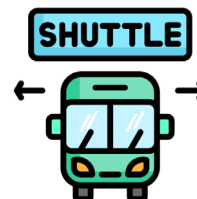
**Content:** Violence is one of the largest occupational hazards facing healthcare workers today. According to the U.S. Bureau of Labor Statistics, between 2011 and 2013, just over 70 percent of all workplace assaults occurred in healthcare or social service settings. Violence reduction programs should be focused on developing a system-wide approach that recognizes every health care system is a community, with every floor being a unique neighborhood, each with different dynamics. Building trust, transparency and training along with implementing a system-wide strategy focused on reducing risk and anxiety through exceptional experience-based nontraditional contacts, staff training, professionalism, and critical incident response, forms the basis from which a strong security program is built. **Suggested Audience:** All disciplines.

**5:00 p.m.**

**Social at Eide Bailly Office**

Join NDHA at Eide Bailly's recently renovated office for some food, socializing, and networking with your peers and still have plenty of time left to explore Fargo!

A shuttle bus will be available to get you to Eide Bailly's office and back to the DoubleTree in groups of 27 at a time. The bus will go back & forth from the DoubleTree to Eide Bailly and back every half hour as needed.



**THURSDAY, October 23, 2025**

**7:00 a.m. – Noon**

**Registration Open**

**7:00 – 8:00 a.m.**

**Breakfast**

**Location:** Fern Room

**8:15 – 9:15 a.m.**

**Concurrent Sessions**

**CEO Legal Roundtable**

*Presented by:* Melissa Hauer, VP and General Counsel, NDHA

**Location:** Cyprus Room 3

**Content:** Join Melissa Hauer and your colleagues in an open discussion to identify challenges particular to the hospital industry, including emerging risk, leadership difficulties, and recent legal decisions, regulations, and public policy affecting the healthcare profession in North Dakota. You're encouraged to share best management practices and solutions that have been used successfully.

**CFO Networking Session**

*Moderated by:* Derek Schaff, VP/CFO, Jamestown Regional Medical Center

**Location:** Dogwood Room 6

**Content:** CFOs and those involved with the revenue cycle should attend this session to network with each other and discuss financial movements and trends seen in the healthcare profession. **Suggested Audience:** CFOs, Financial staff.

8:15 – 9:15 a.m. concurrent sessions continued.....

### Identifying Veteran Patients in Crisis: Ask the Question, Zero Suicide, COMPACT Act

*Presented by:* Sarah Kemp-Tabbut, Program Manager, ND Hopes/ND THRIVES

**Location:** Dogwood Room 5

**Content:** Suicide rates in the Veteran population are concerning. However, the Department of Veterans Affairs cannot tackle this problem on its own - greater than one half of the Veteran population that has died by suicide did not receive care at VA in the two years prior to death or through the VA at all (National Veteran Suicide Annual Report, 2024). Local healthcare organizations can do their part by asking, "Have You Ever Served in the Military," as the answer to this question can improve the accuracy and timeliness of diagnoses, treatment, and possible referral to Veteran-specific services. Potential services include the Veterans Comprehensive Prevention, Access to Care, and Treatment (COMPACT) Act, which provides free suicide-related services, including community emergency room, acute care, and residential treatment, to eligible Veterans regardless of enrollment in VA care. Integrating the Zero Suicide model (with free technical assistance provided by a grant funded to the University of North Dakota) into healthcare systems can round out suicide efforts by providing a practical framework for system-wide transformation toward suicide safer care for all patients. Participants will learn how implementing Asking the Question, COMPACT Act, and Zero Suicide into local healthcare practices can enhance treatment and prevent suicide for Veterans in their care and how to access free implementation assistance for these initiatives. **Suggested Audience:** All disciplines.

9:30 – 10:30 a.m.

### Navigating State and Federal Changes to Medicaid

*Presented by:* Sarah Aaker - Virtual

**Location:** Elm Rooms/Ballroom E

**Content:** This presentation offers an overview of recent state and federal Medicaid policy changes impacting North Dakota's rural healthcare delivery system. With Medicaid serving as a critical health coverage source for thousands of North Dakota patients and their families, these changes carry significant implications for beneficiaries, rural providers and health systems. Topics will include state-level changes such as the recently established community health worker reimbursement guidelines and new federal regulations and funding opportunities included in the One Big Beautiful Bill Act. **Suggested Audience:** All disciplines.

10:45 a.m. – Noon

### Closing Keynote: Unstoppable

*Presented by:* Alex Weber, American Ninja Warrior

**Location:** Ballrooms A & B

**Content:** What would you do if you were UNSTOPPABLE? What could you lead? Who might you become? What could you achieve? Everyone hits setbacks, fears, and failing - but not everyone knows how to overcome their challenges with a reliable and consistent system. So, most people hesitate, delay, or stop altogether. And with it, they lose valuable time, energy, and resources, and even give up on their goals. Not on Alex Weber's watch! Alex knows both sides. As an American Ninja Warrior, Award-Winning Host for NBC acclaimed Author, and US Lacrosse Coach of the Year, Alex has reached record-breaking achievements as a Leader and Peak Performer. But with these accomplishments, he's also had to face intense pressure, hard failures, and his own limitations. It is this sincere knowledge of both sides of achieving that makes Alex one of the most impactful keynote speakers today. **Suggested Audience:** All disciplines.

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