

Nearly 300 hospital executives and stakeholders attended the Wisconsin Rural Health Conference at the Hilton Appleton Paper Valley in Appleton June 19-21.



Welcome



Luke Beirl, President and CEO, Tamarack Health, and Chair, WHA Council on Rural Health was this year's MC.

Humblebrag - The Power of Low-Ego and High-Drive Leadership



Dr. Amer Kaissi shared how leaders can be successful in developing high performance employees through their own self-awareness and humbleness.

The State of Health Care in Wisconsin



Eric Borgerding, President and CEO, Wisconsin Hospital Association and Tim Size, Executive Director, Rural Wisconsin Health Cooperative teamed up once again to share "The State of Health Care in Wisconsin."



The Rise of Smart Threats: How AI is Changing Ransomware and Social Engineering



Kevin Murray, M3 Insurance; Alex Friedl, M3 Insurance; Kevin Bong, Ghostscale; Brad Lutgen, Ghostscale started off the last day of the conference with a very timely topic.

Never Wrestle With Pigs



L. Lavon Gray, PhD, shared his experience and humor in his presentation and ended the conference on a high note.

2024 Wisconsin Rural Health Conference Breakout Sessions

Overcoming Behavioral Health Challenges in Rural Hospital Markets



Stephanie Weatherly, Psychiatric Medical Care

CommYOUity: Healthy Buildings and Healthy People



Jen Voigt and Dave Hubka, Sustainability EUA

Process to Successfully Navigate EMTALA (Board of Trustee Track)



Jon R. Kammerzelt and Sarah E. Coyne, Quarles and Brady LLP

Program Evaluation of MOVIN® in a Rural Hospital Setting



Mary Lane-Peot and Kelly Sutherland, Tomah Health

340B Program: Current and Future State



Todd Nova, Hall, Render, Killian, Heath & Lyman, P.C. (picutred) and Jon Hoelter, WHA

Community Development Opportunities, Challenges and Tools (Board of Trustee Track)



Brion Winters and Chris Smith, von Briesen & Roper

Improving Hospital and Community Health Outcomes through Evidence-Based Approaches to Reach the Chronic Pain Population in Your Community



John Bookmyer, Pain Management Group and Marc Augsburg, CEO, Edgerton Hospital

Using AI Smart Search and Summarization to Reduce Clinician's Cognitive Load



Randy Brandt, Mile Bluff Medical Center

Hot Topics and Trends in Labor and Employment Law (Board of Trustee Track)



Melissa Caulum Williams, Husch Blackwell, LLP



To see the complete photo album of the event, click [here](#).

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