

2025 Mid-South Critical Access & Rural Hospital Conference

ALABAMA • ARKANSAS • KENTUCKY • LOUISIANA • MISSISSIPPI • MISSOURI • TENNESSEE

August 20-22, 2025

**The Seelbach Hilton Louisville
Louisville, Kentucky**



Hosted by the Kentucky Hospital Association



2025 **H** Mid-South

Critical Access & Rural Hospital Conference

OVERVIEW

The Mid-South Critical Access and Rural Hospital Conference was initiated more than two decades ago as a vision of several state hospital associations from Alabama, Arkansas, Kentucky, Louisiana, Mississippi, and Tennessee. This conference brings together rural and critical access hospital (CAH) leaders from surrounding states to discuss critical issues affecting rural health.

This year, the Kentucky Hospital Association is honored to host esteemed rural health care leaders from across the Mid-South region. The Mid-South Critical Access and Rural Hospital Conference will focus on a wide range of topics affecting rural health care including 340B, Medicare Advantage, utilizing data to address physician succession planning, rural health financing, and more! The target audience for this conference is anyone from a hospital that is involved in rural health care at an executive level or intensely involved in any of the topics for their facility.



REGISTRATION INFORMATION

Registration Fee: \$150

Late Fee (after August 6, 2025): \$250

No refunds will be given after August 6, 2025

Register Online:

<https://kyha.memberclicks.net/2025-mid-south>

HOTEL ACCOMMODATIONS



Seelbach Hilton Louisville

Room Rate: \$189.00/night

Reference Code: GKHREF

Cut-off Date: August 4, 2025

Call: 800-333-3366

Online Room Reservations:

[Mid-South Conference Hotel details](#)

COMPLIMENTARY AIRPORT TRANSPORTION

The Seelbach Hotel will cover your **Uber** or **Lyft** trips to and from Louisville Airport during your stay. For details on how to receive your complimentary airport shuttle, please use the link below to visit the Mid-South website:

[Mid-South Conference Airport Transport details](#)

SPECIAL NEEDS

KHA wishes to take all steps necessary to ensure no individual with a disability is excluded, denied services, segregated, or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any such assistance or services, please contact KHA at **502-426-6220**.

THINGS TO DO & SEE

▶ SEE PAGE 6

for the best in dining and entertainment options in and around downtown Louisville.

Kentucky Derby Museum



FOR MORE INFORMATION

Claire E. Arant, MPH

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Mid-South Program Agenda 2025

WEDNESDAY, AUGUST 20

5:00 - 7:00 p.m. (ET)

Welcome Reception

5:30 - 6:45 p.m.

Historical/Ghost Tour (optional)

Step back in time as you explore the storied halls of the Seelbach Hilton, Louisville's Grand Hotel. On this guided tour, you'll uncover the glamorous past that attracted presidents, gangsters, and literary legends – and hear the chilling tales of the spirits that may still linger. From Prohibition-era secrets to the mysterious "Lady in Blue," this unforgettable experience blends history and hauntings in one of America's most iconic hotels.

THURSDAY, AUGUST 21

7:00 a.m.

Registration and Breakfast

8:00 - 8:15 a.m.

Welcome

Nancy Galvagni

President/CEO

Kentucky Hospital Association

8:15 - 8:45 a.m.

National Rural Health Association Update

Brock Slabach, MPH, FACHE

Chief Operations Officer

National Rural Health Association

8:45 - 9:00 a.m.

Rural Health Care Update Video

American Hospital Association

9:00 - 10:00 a.m.

Market and Provider Metrics that Drive Strategic Provider Recruitment Planning

DJ Sullivan

Chief Growth and Delivery Officer

HSG Advisors

Hospitals and health systems must proactively plan for the future and develop actionable strategies to address key priorities for growth, including medical staff development, succession planning, and provider recruitment. However, many organizations do not

have the outpatient and ambulatory-focused metrics to help shape their view of their strategic needs and size recruitment plans appropriately. This session will provide insights into building a provider workforce capable of supporting organizational growth and meeting evolving community needs.

10:00 - 10:30 a.m.

Networking Break with Sponsors

10:30 - 11:30 a.m.

Grants 101

Elizabeth Morgan Burrows, JD

Principal

Burrows Consulting LLC

This session walks participants through the essential steps of successful grant writing, from defining your "why" and what makes your organization unique to developing a grant plan and managing award funds. Attendees will learn how to find funding, gather the right information, craft compelling narratives, and outline strong proposals.

11:30 a.m. - 1:00 p.m.

Networking Lunch with Peers and Sponsors

1:00 - 2:00 p.m.

Medicare Advantage – Should I Sign a New Agreement? Do I Need the Ones I Have?

Michael Montgomery, HIA

Manager

Blue & Co., LLC

This presentation is designed to give participants a quick overview of the history of the Medicare Advantage (MA) program as it exists today and will follow with a brief review of the primary shortcomings of existing MA contracts, both in terms of the contractual language and the contractual rate reimbursement. Speakers will examine the risks of maintaining existing MA contracts vs. the risk of terminating those agreements, the consequences of both choices, and how to ensure a relatively smooth transition for the community in the event of a termination.

2:00 - 2:30 p.m.

Networking Break with Sponsors



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2:30 - 3:30 p.m.

Key Developments in the 340B Drug Discount Program **William Newton**

Associate Editor/Senior Writer
340B Report

The session will discuss the latest federal and state developments affecting the 340B program, including state contract pharmacy access laws, provider reporting requirements, and related litigation between pharmaceutical manufacturers and the states. It will also cover federal legislative and regulatory activity, along with the growing controversy over drug industry efforts to replace upfront 340B discounts with post-purchase rebate models.

3:30 - 4:30 p.m.

Culture CPR: Administer Immediately to Invigorate Culture and Boost Employee Retention **Jeff Whitehorn**

Founder/Chief Executive Officer
Whitehorn Coaching & Consulting, LLC

This session will reveal the three critical strategies of "Culture CPR" in order to help leaders know where to focus their time, energy, and resources to discover specific action steps to improve their culture and reduce employee turnover. Attendees will obtain proven ideas that are working to improve organizational culture and increase employee retention.

4:30 - 4:45 p.m.

Wrap-up **KHA Representative**

FRIDAY, AUGUST 22

7:00 - 8:00 a.m.

Breakfast

8:00 - 9:00 a.m.

Rural Health Care – Collectively Holding Payers Accountable **Travis Gentry**

Chief Executive Officer
Hyve Health

The only way to hold payers accountable is together. The Alabama, Arkansas, Kentucky, Louisiana, and Tennessee Hospital Associations have united in a common cause to gather 837/claims and 835/remits to help hospitals identify and quantifiably prove payer behavior. Providers need to transition from defense to offense!

9:00 - 9:15 a.m.

Networking Break with Sponsors

9:15 a.m. - 12:00 p.m.

ACHE Key Financial Principles for the Nonfinancial Health Care Executive

Charmaine Spence Rochester, DHA, CPA, FACHE
Chief Financial Officer
University of Cincinnati Health System

Even non-financial health care executives need to have a strong financial grounding to thrive in today's challenging and ever-evolving economic climate. During this seminar, expert faculty will help you delve into the core financial principles every executive should know to make a positive impact on an organization's financial performance. You also will gain a deeper understanding of how to converse and work with finance leaders. The information covered will help boost your confidence with making financial decisions, and you'll leave with a better understanding of the finance-related knowledge you need to lead a well-managed health care organization today.

12:00 p.m.

Wrap-up & Grab 'n' Go Lunches **KHA Representative**

CONTINUING EDUCATION

In supporting of improving patient care, the American College of Healthcare Executives is jointly accredited by the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council for Pharmacy Education (ACPE), the American Nurses Credentialing Center (ANCC), and the American Academy of PAs (AAPA) to provide continuing education for the health care team. **The Kentucky Hospital Association is authorized to award 3.0 hours of ACHE In-Person credit for August 22, 2025, program towards advancement or recertification in the American College of Healthcare Executives.**





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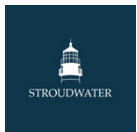
KHA extends a special thank you to this year's sponsors for making this programming possible!

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THINGS TO DO & SEE IN LOUISVILLE



Downtown Area

ENTERTAINMENT

- KENTUCKY DERBY MUSEUM** - 704 Central Avenue
The Kentucky Derby Museum is one of the region's premier attractions, celebrating the tradition, history, and pride of the world-renowned event that is the Kentucky Derby. Visitors can enjoy two floors of interactive exhibits, a 30-minute guided historic walking tour at Churchill Downs Racetrack, and get their heart racing with the Museum's signature movie, "The Greatest Race" on a 360°, 4K high-resolution screen. www.derbymuseum.org
- LOUISVILLE SLUGGER MUSEUM** - 800 West Main Street
Louisville Slugger Museum & Factory celebrates the extraordinary role Louisville Slugger baseball bats have played in the sport's past, present, and future. Each tour ends with a free mini-bat. www.sluggermuseum.com
- MUHAMMAD ALI CENTER** - 144 North 6th Street
The Muhammad Ali Museum is the definitive experience for exploring Ali's life and legacy through exhibits, films, and interactives. www.alicenter.org
- EVAN WILLIAMS BOURBON EXPERIENCE** - 528 West Main Street
Evan Williams, the first distillery on Whiskey Row, offers tours, tastings and other experiences. www.evanwilliams.com
- MICHTER'S FORT NELSON DISTILLERY** - 801 West Main Street
Enjoy a guided tour and tasting to learn about their "Cost Be Damned" approach to producing the highest quality American whiskeys and enjoy a drink at the world-class Bar at Fort Nelson. www.michters.com
- OLD FORESTER** - 119 West Main Street
In 1870, George Garvin Brown signed and sealed Old Forester with a promise: a guarantee of the finest quality and utmost consistency. Five generations and 150 years later, they've returned to Whiskey Row. On your tour, see fermentation, distillation, barrel making, maturation & bottling. Tasting rotation changes and includes (4) expressions. www.oldforester.com
- RABBIT HOLE DISTILLERY** - 711 East Jefferson Street
Their state-of-the-art distillery, nestled in Nulu, Louisville's hub of art, food, and culture, invites you to come and witness their full whiskey-making process. During this immersive one-hour tour, they'll share how their philosophy has changed the bourbon landscape. Tasting of 5 of their award-winning spirits. www.rabbitholedistillery.com
- ANGEL'S ENVY DISTILLERY** - 500 East Main Street
The Angel's Envy Distillery is more than a destination – it's an experience. Discover where the whiskey magic happens with guided tastings, cocktail classes, premium shopping, and more. www.angelsenvy.com
- FOURTH STREET LIVE!** - 401 West Market Street
Fourth Street Live! is your destination for dining, nightlife, live music, and year-round events. Eat, drink, dance, and explore the best of Louisville in one unforgettable place. www.4thstlive.com

BOURBON WALKING TOURS

- BEYOND THE BARREL: BOURBON & BITES TOUR** – Unravel the complex story of Kentucky bourbon paired with delicious bites, pours, and cocktails in trendy NuLu – an experience you won't find at a distillery. www.louisvillefoodtours.com
- PHANTOMS OF PROHIBITIONS: GHOSTS, COCKTAILS & BITES TOUR** – Trace the footsteps of bourbon magnates and mobsters in hidden speakeasies and discover the surprising truth about Prohibition in Louisville. www.louisvillefoodtours.com

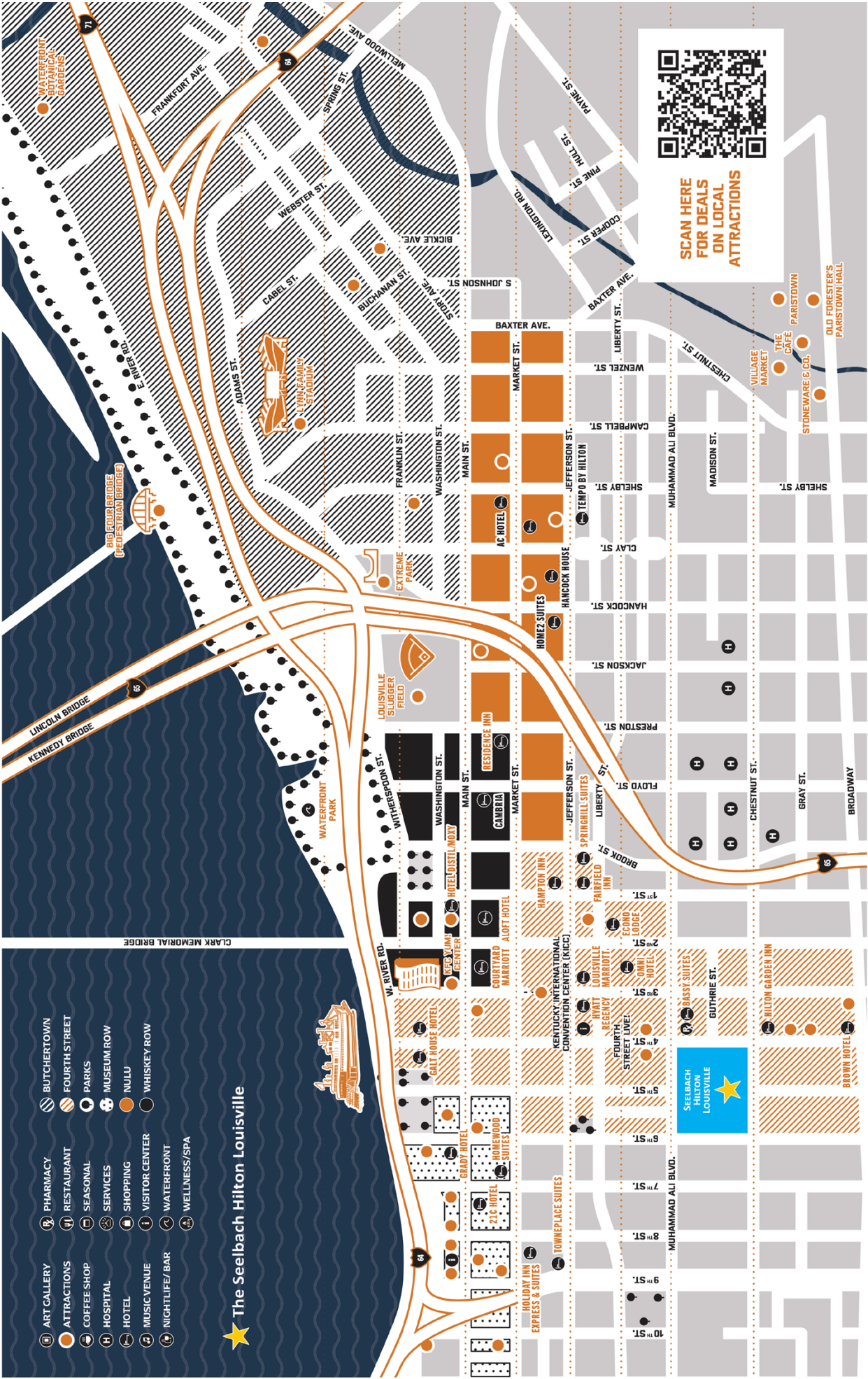
RESTAURANTS

- BRENDON'S CATCH 23** - Seafood
505 South 4th Street, www.bcatch23.com
- 8UP ELEVATED DRINKERY & KITCHEN** - American
350 West Chestnut, www.8uplouisville.com
- BRAZEIROS BRAZILIAN STEAKHOUSE** - Steak
450 South 4th Street, www.brazeiros.com
- REPEAL OAK FIRED STEAKHOUSE** - Steak
101 West Main Street, www.repeallouisville.com
- PROOF ON MAIN** - American, Contemporary
702 West Main Street, www.proofonmain.com
- DOC CROW'S** - Barbecue
127 West Main Street, www.doccrows.com
- JEFF RUBY'S STEAKHOUSE** - Steak
325 West Main Street, www.jeffruby.com
- VINCENZO'S** - Italian, Seafood
150 South 5th Street, www.vincenzositalianrestaurant.com
- PORCH KITCHEN & BAR** - American, Grill
280 West Jefferson Street, www.porchlouisville.com
- DOWN ONE BOURBON BAR & RESTAURANT** - American, Bar
321 West Main Street, www.downonebourbonbar.com
- SWIZZLE** - American, Contemporary
140 North 4th Street, 25th Floor, www.swizzle25.com
- SIDEBAR AT WHISKY ROW** - American, Bar
129 North 2nd Street, www.sidebaratwhiskeyrow.com
- MORTON'S STEAKHOUSE** - Steak
626 West Main Street, www.mortons.com
- MERLE'S WHISKEY KITCHEN** - American, Bar
122 West Main Street, www.merleswhiskeykitchen.com
- LOBBY BAR & GRILL AT THE BROWN HOTEL** - Home of the Hot Brown
335 West Broadway, www.brownhotel.com/dining/lobby-bar

SPEAKEASIES

- HELL OR HIGH WATER**
112 West Washington Street, www.hellorhighwaterbar.com
- HEREAFTER**
119 South 7th Street, www.hereafterlou.com
- PIN + PROOF AT OMNI HOTEL**
400 South 2nd Street
www.omnihotels.com/hotels/louisville/dining/pin-and-proof

WALKING MAP OF DOWNTOWN LOUISVILLE



Resource Map: Louisville Tourism at <https://www.gotolouisville.com/travel-tools/maps/>