



# National Rural Health Association

## **2021 SRHA Leadership Conference**

National Rural Health Association

Jul 13-14, 2021 — Virtual Event

*All times noted in Eastern Daylight Savings Time*

### AGENDA

#### Tuesday, July 13<sup>th</sup>

12:30 – 1 p.m. (EDT)

#### **Networking Roundtables**

1 – 1:15 p.m. (EDT)

#### **Conference Welcome and Introductions**

Stacy Fontenot, SAC Chair & Louisiana Rural Health Association Executive Director

Laura Hudson, NRHA Director of Program Services and Contracting

Zil Joyce Dixon Romero, NRHA Program Services Coordinator

1:15 – 2:10 p.m. (EDT)

#### **Leading a rural health policy effort in the time of COVID and beyond**

Carrie Cochran-McClain, NRHA Chief Policy Officer

2:10 – 3:00 p.m. (EDT)

#### **Non-profit Financial and Regulatory Update**

Rob McVay, NRHA, Chief Finance Officer

3:00 – 3:20 p.m. (EDT)

#### **Break**

3:20 – 3:50 p.m. (EDT)

#### **How state-level legislation is supporting the 340B drug pricing program**

LeeAnn Scheer, Chief Operating Officer, Magnolia Regional Medical Center and Board

Member, Rural Health Association of Arkansas

3:50 – 4:50 p.m. (EDT)

#### **Group Discussion (divided by association size): Making your SRHA's Membership Case**

As of June 25, 2021

*\*SRHAs divide by size of organization to discuss sharing of resources, ideas, and planning strategies. Self-selected groups.  
This discussion should build upon the day's discussion for how SRHAs of varying size and development can show the value of being a member of their association now and in the future.*

4:50 – 5:00 p.m. (EDT)

**Close for the day**

5 – 5:30 p.m. (EDT)

**Networking roundtables**

*Staff-facilitated small groups for SRHA networking*

Wednesday, July 14<sup>th</sup>:

12:30 - 1 p.m. (EDT)

**Regional SRHA Group Discussions**

1 – 1:10 p.m. (EDT)

**Day 2 Welcome**

Laura Hudson, NRHA Program Services and Contracting Director  
Zil Joyce Dixon Romero, NRHA Program Services Coordinator

1:10 – 2:05 p.m. (EDT)

**Leading an association during COVID - Part 2**

Alan Morgan, NRHA CEO

2:05 – 2:50 p.m. (EDT)

**Leveraging Communication Activities**

Alex Olsen, NRHA Communications and Marketing Director  
Mason Zeagler, NRHA Government Affairs Senior Associate

2:50 – 3:10 p.m. (EDT)

**Break**

3:10 – 4 p.m. (EDT)

**SRHA Best Practices Panel: 2021 COVID-19 Funding**

4 – 4:45 p.m. (EDT)

**Building and Sustaining Relationships with Sponsors/Partners**

Stacy Fontenot, LRHA Executive Director and SAC Chair  
NRHA staff

4:45 – 5 p.m. (EDT)

**SRHA Leadership Conference Takeaways and Next Steps**

Stacy Fontenot, State Association Council Chair  
NRHA staff

5 p.m. (EDT)  
**Adjourn**

Thank you everyone for participating in this year's SRHA Leadership Conference.

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